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Reserve

# Extension Methods

Examples of some  
which have been  
used successfully  
as reported in the

Extension Service *Review*

EXTENSION SERVICE

WAR FOOD ADMINISTRATION

WASHINGTON, D. C.

SEPTEMBER 1944

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GOOD TEACHING REQUIRES MANY METHODS

By and large, rural people are influenced by extension education to make changes in behavior in proportion to the extent of contact with extension teaching activities. In other words, the degree to which rural people are exposed to extension information through meetings, demonstrations, bulletins, news stories, radio talks, personal visits, and other teaching methods, largely determines their acceptance of recommended practices.

This expectation is borne out generally by various field studies made by the Division of Field Studies and Training in cooperation with State Extension Services.

If exposed in five different ways, approximately seven out of every eight families receiving extension information change their behavior.

The conclusion is obvious that if widespread response is desired, farm people must be "exposed" to educational teaching effort in several different ways. How extension agents have successfully used various teaching methods is described in this "digest" of the Extension Service Review.

People learn by seeing, hearing, or doing the thing to be learned. Before either seeing, hearing, or doing can take place the learner must:

Have it called to the attention

Be interested

Desire or want

Have an opportunity to act

Develop confidence

Certain Extension Methods lend themselves best to one or the other of these steps in the learning process. All of the principles of good teaching must be considered, however, in the preparation and use of each individual method.

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## SECURING ATTENTION

To provide learning experiences for rural people, Extension workers must first get their attention. These methods have proved effective in getting the attention of people:

Slogans	Window displays
Posters	*Exhibits
Stickers	Mechanical devices
Envelope enclosures	Pageants, Parades
Cartoons	Mock trials
*Pictures	*News stories
*Motion pictures	Surveys

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\*Examples of this method included in this compilation.

# Seven Ways To Use a Photograph

## Colored Slides for Meetings

■ In order to illustrate better what some farmers in Mecosta County are doing to meet certain problems, colored pictures are being taken and slides made. These slides are being used at meetings for the purpose of instruction and entertainment. Some of the pictures are of a purely scenic nature and work in very well for mixed groups where the meeting is of a general nature. Other pictures show soil erosion. Some of the other extension activities illustrated include forestry, livestock, poultry, crops, and 4-H Club work. Last year more than 300 colored slides of rural living were shown at 12 different meetings of various agricultural and parent-teacher association groups. The Agricultural Conservation Committee purchased a projector and screen which is available for our use.—*B. E. Musgrave, agricultural agent, Mecosta County, Mich.*

## Plant-Disease Plaques

Plaques with photographs showing the symptoms of diseases of tobacco and peanuts have attracted much attention and created favorable comment among the growers and county agents when used as exhibits at annual field days and tours in North Carolina. A collection of plaques on peanut leafspot and root rot diseases was prepared and used as an exhibit at the annual field day held at the Edgecombe Test Farm, Rocky Mount. Some 30 tobacco plaques were used on the tobacco disease tour and were set up as part of a tobacco disease exhibit at the annual field days held at Oxford, Rocky Mount, and Willard.

These plaques consist of groups of photographs depicting the symptoms of diseases of the peanut and tobacco, the extent of injury caused by the disease, the benefits derived from various treatments, together with type-written notes on the control of the diseases. Each plaque is bound with a celluloid cover and may be used for several years.—*Luther Shaw, extension plant pathologist, North Carolina.*

## Pictures for Annual Reports

Clinics on pictures for annual reports were held at a series of district conferences. Pictures designated as desirable and undesirable for permanent record purposes were mounted on large cardboards. Attention was called to poor and good photography and to the types of pictures which should be used in annual reports. A study of the pictures showed there were too many which were of people and animals and not valuable to the annual reports. Pictures showing contrast "before and after" effects were indicated as desirable. The fact that there is a tendency to use more

pictures in annual reports and that there is a great amount of money and time spent on them justifies more attention to the problems of their use.—*T. A. Coleman, associate director and county agent leader, Indiana.*

In addition to the color pictures taken of the major extension activities last year, regular black and white pictures were taken and finished in a special blueprint process for a 25-page pictorial section of my annual report. The blueprint process cuts the cost of the pictures in half.—*Albert Orr Hagan, formerly agricultural agent, Grundy County, Mo., now extension economist in farm management.*

## In a Booklet

A unique system of using pictures has proved successful in Pawnee County, Kans. The pictures on each project have been grouped together and bound in a little Handy Pac booklet supplied by the photographer doing the developing. These books are labeled and the legends written in ink below each picture. I carry these picture booklets with me throughout the county and pass them out among people who seem interested. The pictures tell their own story, and tell it in a very few minutes.

These booklets of pictures are often arranged in a series to present a definite lesson. Perhaps the most outstanding example of this is the one I have named "Lightning Series." This Handy Pac catches the attention with a startling picture of lightning taken during a nocturnal rainstorm in which local people can recognize Larned in the background. Next come the pictures of serious erosion following the rain, taken at various points in the county. Then the pictures of successful basin listing and terraces, and the crop of feed that grew on terraced land.—*Carl C. Conger, agricultural agent, Pawnee County, Kans.*

## Posted on Bulletin Boards

We have found the use of photographs very effective in encouraging good farming practices. Three bulletin boards were made this year and are posted at the office and in other public places, such as banks and stores. In traveling over the county we are constantly on the lookout for good pictures of outstanding farming practices, demonstrations, and other extension achievements. When these are obtained we post the pictures on the bulletin boards with a written description of the practices or achievement. We have found this an excellent way of placing extension results and improved practices before the people. The pictures are changed from time to time and new pictures posted. We use pictures that are timely as to season and crop.—*J. F. Brown, county agricultural agent, Stokes County, N. C.*



Local extension pictures illustrating improved practices are displayed on bulletin boards placed in banks, stores, and in front of the Grant County courthouse. The pictures are arranged in series illustrating various extension projects and are hung with descriptive legends in specially-built covered frames to be protected from the weather. These picture displays have attracted far more attention than the mere printed notices.—*Robert Hume, agricultural agent, Grant County, Ky.*

## As Records of Demonstrations

Considerable time has been spent in making colored movies and "stills" of outstanding demonstrations in various parts of Wisconsin. I now have a total of eleven 400-foot reels of pictures showing results with lime and fertilizers on corn, grain, alfalfa, and pastures.

In previous years I have had several hundred enlargements made of pictures taken of experimental demonstrational plots. These enlargements (16 by 22 inches) are colored, mounted on cardboard, and framed. We have many of these colored enlargements hung on the walls in the halls and corridors of the Soils Building.—*C. J. Chapman, agronomy (soils) specialist, Wisconsin.*

## They Take News Pictures

Several county agents in Pennsylvania are now making good use of cameras with accommodations for cut film or film packs. This equipment provides the opportunity to take "news" pictures. One or two exposures can be taken, the negatives developed, and prints made available with a story to the newspaper within 24 hours if necessary. This effort is especially effective in a county having a daily newspaper of wide rural circulation. County Agent J. W. Warner, Indiana County, had over 100 of his extension activity pictures with full description published this year. R. H. Rumlér, Lycoming County, has at least one picture published each week in his local daily. W. O. Mitchell, Clearfield County, recently purchased a cut-film camera and is successfully developing the "news picture" angle in his public information service.—*George F. Johnson, specialist in visual instruction, Pennsylvania.*



# Agents Testify for Motion Pictures

## EXPERIENCES AS SHOWN IN ANNUAL REPORTS

### Local Flora

■ The best help I have had in carrying out my work has been the use of three reels of colored motion pictures of annual and perennial flowers, trees, shrubs, vines, and water garden scenes which have been made in various communities in this State. I have spent 4 years in assembling this motion picture material, but it has been usable from the very beginning. The pictures cover the hardier types of plants suitable for landscape gardening. Four hundred feet of additional film were made last year.—*Harvey F. Tate, extension horticulturist, Arizona.*

### Cotton Practices

Two reels of motion pictures on growing cover crops in Madera County cotton fields were shown at practically all the farm center meetings in the county. A mass meeting of 250 cotton growers in the county at the annual meeting of the cotton department of the California Farm Bureau Federation found the pictures helpful. A local Rotary Club also saw them.

Another film showing the results of treating seed with Ceresan dust was popular with cotton growers. The benefits of such treatment have been demonstrated at the United States Cotton Station at Shafter and in field trials in many ranches in California, two of which are in Madera County. Motion pictures of these tests were taken. In my opinion these pictures are an effective method of extension teaching.—*E. L. Garthwaite, county agent, Madera County, Calif.*

### Increases Youth Attendance

We have streamlined our rural youth and community programs by the use of a newly purchased sound motion-picture machine. By using motion pictures as a part of the program in these meetings, we have been able to increase the attendance from 30 to 75 percent.—*Ray H. Roll, county agent, Gallatin County, Ill.*

### Three Reels on Clothes

The Family Spruces Up is a 1,200-foot three-reel movie worked out to aid in extending clothing programs beyond the physical limits of the specialist. Two copies are in constant circulation. Eight counties used this as a part of organized project programs with 70 groups, 4,825 men and women attending. It was used for many single meetings by organizations and by 4-H Club leaders. Other States borrowing the picture are Rhode Island, New

Hampshire, Vermont, New York, New Jersey, Maryland, Ohio, and South Dakota.

The movie was shown 20 times out of State to 2,989 people, in all it was used by 90 groups and seen by 7,812 persons. The picture shows problems in the care of clothing, sewing equipment, and how one family solved their clothing problems. It is also a good movie on family relationships.—*Mrs. Esther Cooley Page, clothing specialist, Massachusetts.*

### On Cricket Control

The mormon cricket control motion picture film made last year in natural color was shown in 14 counties where infestation was expected this year. It is estimated that about 1,700 people saw the film—or the key people in the areas of infestation. Reports from the field indicated that this film probably was the most effective means yet used in cricket control educational work.—*Louis G. True, publications specialist, Montana.*

### Financing the Picture

Through the cooperation of Forest Hall, county agricultural agent in Hancock County, the Sportsman's Club suggested they would like to do something for the county that would include the broader phases of conservation. Plans were developed for a motion picture which would portray conservation activities and agencies in the county to be financed by the Sportsman's Club. The State agricultural engineering department cooperated in providing technical information and in taking the pictures. As a result, the program of the club broadened to include all types of conservation and to emphasize farm relationships. The film was shown in each community in the county and at a meeting of the Outdoor Club to more than 500 people.—*R. D. Barden, extension agricultural engineer, Ohio.*

### Working With Cooperatives

A colored motion-picture film of cutting and cooking methods of meat preparation was made in cooperation with the home economics extension department and the Equity Cooperative Livestock Sales Association at the Milwaukee Stockyards. The cooperative has a membership of 40,000 farmers and handles about one-third of the livestock on the Milwaukee market. They are using the picture extensively in their educational work. A similar motion picture on lamb carcass cutting and cookery is under way for the Wisconsin Cooperative Wool Growers Association.—*James Laeey, meat animal improvement specialist, Wisconsin.*

### Boosting the Home Place

A feature picture designed to build a greater community was made in Decatur County, Ga. Scenes of the Decatur 4-H Club Camp, 4-H recreation programs, the celebration of the twenty-fifth anniversary of extension work and other extension activities, were shown in color as well as the activity of students in the county schools. It is being shown in the high schools of the county and at many community meetings.—*Edna C. Bishop, home demonstration agent, Decatur County, Ga.*

### A Camera Enthusiast

I have worked with photography since 1914—movies since 1935. I have always done my own developing and printing of black and white pictures. I have found still pictures useful for reports, and for instruction of small groups. Sometimes I send members pictures of their projects to encourage them. The press will also use good still pictures.

Now I am more apt to take movies, with color film 95 percent of the time. I have probably a mile of film (two-thirds color) on club work in the county. Much of it had to be taken "catch as catch can," but it has appeal, particularly when local people are in it. In addition, I have 3,200 feet in color on a western trip and the Panama Canal, 1,600 feet on both world's fairs, and 800 feet on the Gaspé. I have used most of this at our county dairy club, spring rally, or achievement day, and at local club meetings. I own all equipment and our executive committee contributes \$20 a year for films, which I often supplement.

In addition to movie equipment I use a miniature camera for color transparencies. I have not used this as much as I anticipated for club work, but know that it has vast possibilities for instructing club and farm audiences. One big item in favor of the small slides is that they can be made in color for about 12 cents each (assuming a perfect batting average) and now they can be duplicated.

The cost of movies, particularly with the 16-millimeter film, is a drawback. Also, the equipment is expensive. The 8-millimeter film can be used, but the audience is limited to about 100 or less. Lack of experience also deters many, but careful study will show results.

I believe the small still slides in color will be used more and more and they do not begin to cost as much as movies, but I still think they lack the kick that movies have.—*E. G. Smith 4-H Club agent, Oneida County, N. Y.*



# 4-H Clubs learn to picture their work

**J. R. SPENCER, Assistant County Agent, Oklahoma County, Okla.**

■ The picture project of Oklahoma County came into being in a search for new interests to inject into the 4-H Clubs of the county. The first idea was to furnish pictorial records for 4-H Club projects. Then the display angle was conceived. If a project was worth an effort to make a picture of it, the picture was worth while too.

The clubs of the county were urged to take an action picture of every member. A picture committee was chosen, in most instances, and a schedule of visits worked out. In no instance was the county agent included. This picture committee had a varied membership, differing with each club. Some of the clubs of younger boys and girls chose a committee carrying one parent and two members, and in some places a teacher-supervisor. Clubs of older boys and girls acted independently. One club chose their committee and gave them a \$10 travel allowance to use in making visits. This was very successful. One club organized its club tour as a picture tour also. This worked nicely. A limited number of clubs made it an individual affair, each fellow responsible for the taking of his own picture. This was the least successful of all.

As soon as the pictures were made, the negative and at least one print of the picture were filed with the secretary, who was responsible for the negatives for 1 year, after which they were to be turned back to the members. This was to make them available to the county agents and for any possible publicity. The most commonly used camera was an inexpensive box camera.

The pictures when assembled were mounted on a card, 22 inches by 28 inches, lettered with the name of the club. An attempt was made to keep the pictures of the club staff up near the top, and together. All the information covering the "who, what, when," and "where" was lettered on a gummed label and placed under the picture, which was mounted with art corners. No attempt was made to keep the pictures the same size. The only thing was to have them arranged in an attractive manner, no one being so large as to overshadow others.

The agent's office asked then that these mounts be brought into the office where they could be displayed. This was done. They were kept in the county agent's office until the new ones appeared.

The project was not put over without some instruction. The assistant agent, J. R. Spencer, carried illustrated material, a demonstration or example card, and gave instruction in the handling of cameras and on their mechanism. Demonstrations on picture making were written up and given by the

boys and girls. One such demonstration was taken to the State 4-H Club round-up, where it was presented.

A school of instruction was planned to be handled by a local photographer but was rained out and was not attempted again.

Practically all this was done in 1939 and 1940 and was carried over into 1941.

When the catalog of the county fair for 1941 was made up, a class for an individual display was set up. These could be copied and an assembled mount made for the club. Prizes were offered for each one. The attempt was very well received. The score card set up by the National 4-H Club News was used in judging the individual mounts. The picture displayed was of the member during the current fair year and pictured one project or phase of his work. The picture was made by the club member himself or the 4-H Club picture committee. The picture display was at least 2¼ inches by 3½ inches and no larger than 3¼ inches by 5½ inches (post-card size), printed on plain, glossy paper. They were mounted on a second white card with at least 1½-inch margin, using black art corners for the mounting. The information as to the name, age, club, address, year, and project was typed or printed suitably under the picture.

The score card used as a suggestion in selecting and making pictures, which largely governed the judging of the pictures, included: Eye appeal—was the picture worth taking? Does it tell a story? Has it human interest or educational value? Does it have artistic value? Under composition, the picture was judged on arrangement, background, and camera angle. The photographic quality included correct exposure, sharpness of detail, and lighting.

About the same thing, including layout, was made for the collective exhibits. We made this exhibit standard by furnishing the mounting cards. The collective or club display regulations called for only one picture of each member, mounted on the collective card with black art corners. No other pictures than those of the members of that club were allowed. Cardboards, 22 inches by 28 inches, which were available at the county agent's office, were used for these mountings. The name of the 4-H Club was lettered on the card. A second print of the same picture used in the individual display could be shown in the club display. The percentage of members exhibiting, variety of projects pictured, arrangement of pictures on the card, neatness and lettering, in addition to the composite scoring of the pictures themselves were used in placing the picture displays.

These club exhibits were assembled into a

county-wide picture display and shown at the State fair, and later were moved to the county agent's office, where they now hang and will remain until replaced.

These pictures brought to the attention of the public projects that would never be taken to a fair for various reasons and served to furnish proof, if need be, of activity on the part of the club member.

We plan to carry it on and widen its scope as much as possible.

## What people read and listen to

■ Although 95 percent of the farm families in 11 northeastern Indiana counties were receiving daily newspapers, many of them took one of the large Fort Wayne papers and did not receive their own county paper, according to a study reported by T. R. Johnston, extension editor, and L. M. Busche, assistant county agent leader, Purdue University. This problem is serious to extension workers in the area, the authors believe, because it is extremely difficult to get the larger newspapers to carry an adequate publicity program for the 15 or 20 counties which they serve in the Fort Wayne area.

In one county, for instance, although 21 of 22 families visited took a daily newspaper, only 4 were taking their own county daily. In another county, 23 of 24 families visited took Fort Wayne dailies, whereas only 15 took weeklies published in the county.

More than 41 percent of the men and almost 55 percent of the homemakers interviewed in the 11 counties said they read their county extension agents' news "occasionally" or "never." This condition might be due to several factors, one of them being the problem discussed above. Assuming that extension agents use the newspapers freely, it could be, too, that farm people do not recognize their agents' publicity. This would seem to make the point that farm people in general are not as aware of agents' activities as is sometimes thought.

Twenty-one extension workers, including county extension agents, publicity specialists from the State extension service, and extension supervisors, assisted in the study, which was made in the winter of 1941. Two hundred and ninety-four homes were visited, 205 farmers and 223 homemakers being interviewed. A random sampling technique was used to determine which homes would be visited.

Farmers and homemakers expressed the

desire that farm and home news be assembled in one place in the newspaper. Most of them were "enthusiastic" or "favorable" toward a farm page. Information as to markets, livestock, and crops was most often mentioned by farmers as agricultural news they desired in newspapers. Homemakers preferred recipes, clothing, and nutrition information in the order given.

General news was far in the lead as to radio programs listened to regularly by both farmers and homemakers. Market news was second for farmers, with religious programs second for homemakers. A noon agricultural program on one of the metropolitan stations ranked next for both groups, followed by an agricultural extension program on one of the Fort Wayne stations, put on by extension workers of the district. Barn-dance programs were highly popular. More than 150 different programs were listed as being listened to regularly with serials well up the list of homemakers' preferences.

Interviews or some other form of presentation involving more than one voice had greater appeal than an individual speaker to farm people who listen to agricultural radio programs. More than 75 percent of the farmers and more than one-half of the homemakers never took notes when listening to broadcasts. Most notes taken by homemakers were of recipes.

About 70 percent of those interviewed preferred extemporaneous radio presentation to reading of script. One old lady explained: "When I hear a farmer reading his speech, I wonder if he really wrote it!"

Next to indirect agencies, newspaper and magazine stories and extension meetings were far more influential than any other means in causing farm people to adopt certain practices studied in the survey. The practices had been publicized in various ways, including radio, during the year preceding the study.



# Making and Using Film Strips

R. B. RANKIN, County Agent, Adair County, Ky.

■ We have never had much difficulty in getting a large number of demonstrations of improved farm practices established, but it has always been difficult to get a large number of persons to see the demonstrations when they were at their best. Field meetings and farm tours help, although sometimes attendance at these events is disappointing; and usually most of those attending are the more progressive farmers who may already be somewhat familiar with the demonstration or practice. So, in order to present the results of extension work to many who otherwise might never see or hear of them and yet many of whom might need such information most, we decided to record the results on film strips. Accordingly, we have made and used film strips with more or less success in Metcalfe and Adair Counties during the last 2 years.

Since beginning this work in the summer of 1938, we have completed and used six film strips and have a seventh nearly completed. In Metcalfe County, strips were made on the subjects of winter cover crops, 4-H Club work, corn and tobacco, and livestock and poultry. In Adair County during 1939, strips have been made on the subjects of winter cover crops and 4-H Club work, and another is nearly completed on tobacco and corn. If public interest continues, we plan to make three or four strips each year on subjects of most importance to the county.

## *Attendance Increased*

Average attendance at meetings where it is known that these pictures are to be shown has been much better than in many other types of meetings. We have occasionally had an attendance of 100 or more persons to see these pictures at country schools, and the attendance is seldom less than 40 or 50. Whether good attendance will continue after the novelty wears off remains to be seen. Sometimes meetings are announced by circular letters, but more often they are announced to the school children in the morning

preceding the evening meeting. All classes of persons in the community are attracted, including old and young, rich and poor, thus refuting to some extent the common contention that extension work often reaches only a select group. Explanation and discussion of the pictures are of course necessary but are kept as brief as possible to make the points. The exhibition and explanation seldom exceeds 45 minutes. Persons attending usually see pictures of practices carried out by farmers they know, and this, we believe, is one of the strong points of the locally made film strip. The observer is bound to admit that it can be done in his own county.

## *Strengthens the Program*

The use of film strips made last year in the adjoining county of Metcalfe has undoubtedly been of great benefit in getting a strong extension program organized and carried out in Adair County this year. Let us take the education of the farmers on hybrid corn, for example. Strange as it may seem to extension workers in the Corn Belt, prior to 1939 not more than 10 acres of hybrid corn had ever been planted in Adair County, although the total corn acreage of the county is about 27,000 acres. The breeding of hybrid seed corn was a deep mystery. This year, several hundred acres were planted with hybrid seed in all sections, and nine men have actually produced hybrid seed in isolated breeding plots for planting the main crop in 1940. In addition, we are certain that the use of the 4-H Club film strip helped greatly in organizing and carrying through a strong club program in a county where very little club work had been attempted in recent years.

We have not used pictures to supplant other extension methods, as we continue the others just the same. As far as we have gone, however, we believe that pictures, and particularly those showing local scenes, are an effective addition to other methods.



# Home-Town Motion Pictures

## Make Good

**JAMES W. BURKE, Extension Editor, Massachusetts**

■ When extension specialists head out of Massachusetts State College this year, the chances are that they'll be carrying a few rolls of film as well as the traditional chart and pointer. They have found out in the last year or two that locally produced motion pictures give a real boost to extension programs. In 1938 they made seven new pictures; in 1937 three. Attendance during the past year exceeded the 12,000 mark.

James W. Dayton, assistant county agent leader, offers the following explanation of this widespread popularity of the silver screen: "Motion pictures get people out to meetings. They add action to the extension program and help to put the teaching across. They show actual techniques of farm operations, such as pruning or spraying. They hold summer activities over for winter months when farmers have more time to attend meetings. They pack a whole growing season into 45 or 50 minutes.

"The motion picture can take the audience over the whole State on a glorified field trip, impossible to accomplish in the flesh. It can pick out the good features of many different farms or markets or homes and show them all at once. It adds humor and human interest."

Recent films produced in Massachusetts include: Eggs on Parade, Bay State Duckling, Give the Fresh Egg a Break, Applied Poultry Breeding, Turkeys Have Come Back, Harvesting Apples, Spraying the Apple Orchard, Tip-Top Tomatoes, Produce Goes to Market, and The Family Spruces Up (a consumer film on care of clothing).

Where practicable, the films are planned to interest consumers as well as producers. For example, the turkey film starts with the Pilgrim Fathers of the old Plymouth colony as they learn about turkeys from the friendly Indians. It shows the abundance of the wild turkey at that time and traces its decline with the encroachments of civilization until the last survivor is shot in 1854.



Filming is done by Rollin Hayes Barrett, professor of farm management at Massachusetts State College.

He makes the following recommendations for producing and using motion pictures: "Don't use motion pictures for still-life shots that could better be shown with slides. Although the motion picture is perhaps the most important visual aid, it is by no means a substitute for the others and should be used hand in hand with them for effective teaching. Do your planning before exposing the film; this saves both time and money. Have someone other than the photographer direct the action; running the camera is a full-time job. Don't try to show too much in one film; shorts are easier to make and usually result in better programs because there is more time for discussion.

"Have enough titles for clarity, but don't title the film to death. Have the person showing the film preview it so he can call attention to scenes having special local interest or timeliness. Use color, especially for depicting plant diseases or insect injury; some things just won't show in black and white. Incidentally, a process has now been developed for making color copies of color films."

Mrs. Esther Cooley Page, clothing specialist, has developed a nice stunt to gain audience participation for her film, The Family Spruces Up. This three-reeler shows laundrying and pressing, closet arrangement, and sewing equipment. Whenever the film goes out it is accompanied by a discussion outline for the chairman of the meeting and questionnaires for the audience. Before the picture and between reels, the chairman brings out important points to be watched for and the members of the audience fill out their questionnaires. At the end of the meeting, free extension bulletins are distributed, which offer detailed information on the subjects shown in the film.



# Motion Pictures Aid Extension Workers

**OLIVER JOHNSON, Assistant County Agricultural Agent,  
Ten Upper Monongahela Valley Counties, West Virginia**

■ During the 3-year period from September 1936 to December 1939, motion pictures on various phases of agricultural extension work and related agricultural activities, carried visual messages to 88,870 farm people in the 10 Upper Monongahela Valley counties of West Virginia. During 1939 motion pictures were shown at 254 extension meetings in the 10 counties with an average attendance of 107.3.

This program in the use of motion pictures, supplementing other extension teaching activities with visual motivation and inspiration, is the result of the vision of the agricultural committee of the Upper Monongahela Valley Association and its desire to contribute to the development of agriculture in the area.

As indicated in the preceding paragraph, the administration of the program is in the hands of the Extension Service with the Valley Association providing the equipment as its contribution to the program. At the time the program was launched, county agricultural agents were in the midst of a rapidly expanding program, necessitating many meetings in order to explain various phases of the different new activities brought about as a result of the agricultural conservation program, Soil Conservation Service, Farm Security Administration, and various other action agencies. Already farm people had begun to show evidence of losing interest in attending meetings.

The use of sound movies in connection with the meetings not only kept the folks who ordinarily were reached by meetings attending, but also served to interest and bring out many persons who seldom attended meetings. The pictures also presented the ideas in a manner more easily understood and stimulated thinking, giving the extension workers concrete talking points about things in which a definite interest had been aroused. The use of the pictures also enabled the extension workers to introduce their program into communities that had not been reached previously.

In one county a comparison was made of attendance records at farm meetings in 19 communities with and without motion pictures.

The results showed an increased attendance of 327 percent due to the use of the pictures, indicating that from the standpoint of attendance

alone their use was justified. It should be pointed out, however, that while the showing of suitable motion pictures provides a stimulus for activity, the results achieved will depend largely on follow-up work after the picture has faded from the screen. The showing of motion pictures alone will not result in the desired activities, and used indiscriminately without careful planning motion pictures may prove to be detrimental rather than helpful.

## *Local Films Are Most Effective*

While any carefully selected picture related to the program to be given consideration is helpful, results indicated conclusively that more interest resulted from the showing of films made locally. A film on Poultry Flock Management produced under the supervision of the extension poultryman in the State and used in connection with community meetings in the area, proved to be particularly effective especially wherever any of the persons shown

in the picture happened to be known by someone in the audience. The pointing out that the housing, sanitation, feeding, and marketing activities shown in the picture were those of farmers in the area who are making a success of poultry in communities where they were not personally known added much to the educational value of the picture.

Likewise, local films on the beef cow and calf program in West Virginia, on the extension sheep program, and of the State dairy show proved to be particularly helpful in connection with the respective programs. Although West Virginia's State 4-H Camp at Jackson's Mill is outstanding in character and has received much national recognition, yet many farm families did not know about the cultural and citizenship training for rural youth and educational values for farm men and women provided by the camp until they saw a film made during various camps one summer. This story was taken visually into 95 communities during 1939.





# What Did You Eat Yesterday?

## THOUSANDS SCORE THEIR FOOD HABITS AT NEW YORK NUTRITION EXHIBIT

**MABEL A. MILHAN, Home Demonstration Agent,  
Rensselaer County, N. Y.**

Rensselaer County started out to put on a food exhibit at the State fair in Syracuse last August, because we had not put on an exhibit for 4 years, and because food-project activity had been rather outstanding in the county; but we finished up with an interesting study of the food habits of nearly 7,000 people. That number have filled out voluntarily the food-habits score card since we put up our exhibit at the State fair. It has been our best interest arouser in nutrition work.

The exhibit concentrated on the standard food score. Two tables showed the foods which must be raised or bought to meet the score-card standards. One "It Pays to Buy Wisely" was worked out by Orleans County and the other showing beautiful cans of preserved foods, with jars and crates of stored produce, was contributed by Chemung County.

Above each table was a poster showing score-card standards, and behind was an almost life-size picture of a healthy family of four. To have an activity which aroused interest in the exhibit, the local foods leader in charge scored the habits of any passer-by who cared to fill out the score card, and, at the same time, explained the daily food needs for health. The scoring idea took the public fancy, for in the 9 days 2,845 people were scored, and the exhibit was not open evenings.



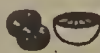






Carbon copies of all scores were kept so that we could get a picture of food habits of those attending the State fair who came to the women's building.

The many stories of food habits these folks so freely told would fill a book of adventures in eating. The group from Havana who knew very little of food values—the couple from the other side of the world who were seeking substitutes because so many foods were not available—the 7-year-old boy scoring 75 percent, whose mother did not know of his daily need for milk—women who worked long hours and were too tired to provide themselves with needed foods—people with radical ideas, and those who wanted to know effect and reasons for various food needs.

The general average was 76 percent, not too good, but not too bad, perhaps. Three hundred and thirty-five men averaged 71 percent; 1,932 women averaged 74 percent; 658 children averaged 80 percent.

We found that 165 people scored below 50 percent. Milk was often inadequate, and many did not drink water. Vegetables were a stickler for many.

What Did You Eat Yesterday?

Daily Food Needs	Adequate Score	Check Your Score
 Milk 1 pint for an adult 1 quart for a child	25	—
 1 Serving of green, or yellow vegetable	15	—
 1 Serving of citrus fruit, tomato or raw cabbage	15	—
 2 Servings of other fruits or vegetables	10	—
 1 Serving of potato	5	—
 2 Servings of whole-grain or enriched bread, or whole- grain cereal	10	—
 1 Serving of meat, fish or poultry	15	—
 1 Egg	5	—
 6 to 8 Glasses of Water	10	—
<b>Total</b>	<b>100</b>	

\_\_\_ Men \_\_\_ Woman \_\_\_ Child  
 Home: \_\_\_ City \_\_\_ Suburb or rural non-farm  
 \_\_\_ Farm \_\_\_ Village Date: \_\_\_\_\_

Extension Service  
 New York State College of Home Economics  
 At Cornell University, Ithaca, New York

Again, this was not the end of the story. The Rensselaer County Nutrition Committee was making plans for participating in a nutrition fortnight, a big event throughout New York State. The score card interested them. Forty thousand score cards were distributed early in December by some 50 different organizations. This was done in every school in the county, in clubs, organizations, restaurants, and from booths in stores and banks. There were also exhibits and posters on display.

A year ago, after 5,000 people had registered for volunteer participation, 10 nutrition classes of 10 lessons each were carried on. This year, the demands for nutrition classes will be heavier. Plans are under way to teach many Red Cross courses. The extension food leaders who have taken such an active part in the score-card activities will also teach a series of 7 lessons after a refresher course. One of the good results of our exhibit experience has been the training it gave to the food leaders and the interest it has stimulated in acting as food leader.



## A Live Victory Garden Sample

■ Some 50,000 people in the heart of the State of Washington's vital coastal defense area got a living demonstration of home gardens during the Pacific Northwest Flower and Garden Show in Seattle, March 15 to 22, through the installation of a "Victory Garden" as one of the features of the event.

The garden, a model 40-foot-square replica of an actual planting, was installed and maintained throughout the show through the cooperative efforts of the Western Washington Experiment Station and the extension service of the State College of Washington. During the 8 days, attendants, subject-matter specialists, and extension agents from neighboring counties were on hand at all times to discuss gardening with visitors and to hand out a special Victory Garden Bulletin. Interest in the gardening program is shown by the fact that some 15,000 bulletins were placed in the hands of interested people, and many other people were persuaded not to plow up lawns or uproot shrubs and flowers to make way for a garden.

Planning for the Victory Garden display started in January, and vegetables were planted in greenhouses at the Western Washington Experiment Station in Puyallup, Wash., and the United States Department of Agriculture at Sumner, Wash., about that time. Selected berry plants and fruit trees were also brought into the hothouses to force them into leaf and blossom for the show. The vegetables and berries were readied for display under the direction of Dr. C. D. Schwartze, horticulturist, and Arthur Myhre, assistant horticulturist, of the experiment station. Arrangements for the Extension Service participation in the display were handled by a special committee consisting of Dr. John C. Snyder, extension horticulturist; R. N. Miller, extension engineer, and Calvert Anderson, extension editor.

In order to keep the display in harmony with the flower-show atmosphere, the extension committee worked out several plans to avoid use of any signs which would detract

from the general finished appearance but which would let the growing vegetables tell their own story. Signs used in the display carried the notation, "State College of Washington," and a large overhead label reading "Victory Garden—You, Too, Can Have One."

For end-of-the-row markers, small animated reproductions of the ripe fruit of each plant were made from waterproof plywood, painted in natural colors and given life by the addition of cartoon faces and wire arms and legs. Many of these characters were depicted as holding defense bonds, working on their income tax, or engaged in like tasks. Scattered down every row were small circular disks bearing the respective designations, Vitamin A, Vitamin B, Vitamin C, and Vitamin G. The markers were put in place under supervision of Extension Nutritionist Eleanore Davis and were scattered in the rows in approximate proportion to the amount present in the vegetables planted there. The vitamin labels attracted considerable attention and comment from show patrons.

That the "Victory Garden" held its own on display with thousands of dollars worth of floral blooms is attested by the fact that it was given the first-place blue ribbon in the special exhibit class and was also given an especial "Award of Merit" as one of the outstanding displays of the entire show.

Vegetables planted in the garden included peas, carrots, beans, cabbage, turnips, chard, spinach, beets, radishes, tomatoes, cucumbers, squash, and corn. The fruit section of the display included an apricot tree, a peach tree, two grapevines, two blueberry bushes, two currant bushes, a dozen raspberries, two rhubarb plants, and an espalier apple and pear as background. All the vegetables were grown in flats or pots which were set in place in rows and then carefully packed in moist 20-year-old alder sawdust. Lack of light caused some of the vegetables to fade before the 8 days were completed, but in general the garden retained the attractiveness that caused Seattle dailies to liken it to a "seed catalog come to life" on opening day.



# Window exhibits teach nutrition

MRS. LAURA I. WINTER, Assistant Home Demonstration Leader, Kansas

■ Early last January the windows of a vacant store on Main Street in Ellsworth, Kans., attracted much attention. The store had twin windows. In one was displayed an exhibit of gardening and food preservation in Grandmother's time; in the other, the garden and food preservation of 1943. A large figure of Uncle Sam stood in the 1943 window, indicating the need for 20 million gardens for Victory.

A slogan, "They did it in 1889—We will do it in 1943," completed the story of the determination of women all through the years to hold and preserve the home front.

Under the leadership of the Ellsworth County home demonstration agent, Miss Helen Loofbourrow, who is also chairman of the county nutrition committee, planned window exhibits were started in December 1942 and will continue through May 1944.

Eighteen county organizations are responsible for planning and preparing these exhibits. Two committees assist, one on exhibits and the other on publicity.

Each organization was given a specific month for which to prepare an exhibit, and all have assumed their responsibility.

The publicity committee arranged with all newspapers of the county to print, once a month, an article on nutrition which would tie in with the current exhibit. These articles were prepared by home economics teachers and by the home demonstration agent.

Ellsworth, with 2,227 people, is a town typical of the Middle West. It is the county seat of Ellsworth County, which has a total population of 9,855—an average-sized county in northwest Kansas.

In December 1942, the exhibit was prepared by the home economics class under the direction of its teacher, Miss Esther Moyer. The display made a comparison of rationed foods in the United States and in Great Britain. In one window stood a large John Bull holding streamers running to the rationed foods in

Great Britain. In the other window Uncle Sam held streamers leading to the foods then rationed in the United States. This part of the display attracted attention to foods not yet rationed, and showed comparative values of foods rationed in both countries. A news story entitled "Share the Meat," prepared by the home demonstration agent, supplemented the exhibit.

The exhibit in March was prepared by the Walther League of the Emanuel Lutheran Church. It compared the point value of processed foods with the no-point value of the same amount of home-canned foods.

The Rotary Club, by means of appropriate posters, pointed out the nutritive value of unrationed foods. Eggs and poultry were used in one window and cereals in the other. A news story—Conserving Food Values in Vegetables—written by Miss Esther Spenser, home economics teacher in Kanopolis, was used in connection with this exhibit.

Wheat products were featured in the June exhibit, prepared by the Lions Club. Wheat straw lined the back and one side of the window, and threshed wheat covered the floor on which sacks of enriched flour, loaves of enriched bread, and cereals, were placed.

In August, the local Red Cross chapter under the slogan, "Now is the time," emphasized the planting of fall gardens, preparation of root vegetables for storage, preservation of surplus food, and planning the school lunch. A news story, Storage of Root Vegetables, was prepared by the assistant home demonstration agent at large, Lucille Rosenberger.

Window exhibits have helped to enroll Kansas men and women in the Food for Freedom program.

The war program in Ellsworth County might well be repeated, with variations, in many counties in the West. It shows one way in which local people can cooperate with public workers on the home front in winning the war.

## Food-Preservation Trailer

A trailer exhibit, parked on the main streets of important centers, was used in Suffolk County, N. Y., to spread information on food preservation to the woman on the street who does not usually attend training schools or public demonstrations. This was a joint project of the home demonstration and 4-H Clubs and was visited by approximately 500 people in a single week.

The exhibit was based on the daily food guide and the minimum amounts of food needed to be stored for one person for a year. A home-made top of the stove dryer, a storage box for root crops and equipment for brining, pressure cooker and boiling water bath canning were of main interest in the exhibit. Typical examples of canned, dried, brined, and stored food gave an indication of what can be done easily at home. Mimeographed material and leaflets on canning, drying, and brining and a daily food guide were given to all who were interested. The assistant county home demonstration agent and the associate county 4-H Club agent were with the exhibit to answer questions, talk over food-preservation problems and give suggestions on methods.

The Victory Garden program this summer included work on food preservation aimed at getting information to as many women not already enrolled in the Extension Service as possible. Through cooperation with garden clubs and women's civic organizations, a series of training schools and demonstrations on canning, drying, brining, and salting have been held in all sections of the county, followed by visits to strategic points by the trailer exhibit.—*Martha Jane Schwartz, assistant home demonstration agent, and Mrs. Eloise G. Jones, associate 4-H Club agent, Suffolk County, N. Y.*



# Fighting fire in the range country

EDGAR VAN BOENING, formerly County Agent, Cherry County, Nebr.

■ The greatest menace confronting residents of ranching areas of Nebraska is fire. Cherry County is in a range area, and the industry of the country is dependent on vegetation for feed. Fire hazard to vegetation in the range country is a great one that extends through the greater part of the year instead of only when small grain is ripening, as in some farming areas. If grass and hay are destroyed, the greatest asset of the ranch is gone. The ability of the rancher to fulfill his obligation in producing more food for the war effort is gone, and his morale is seriously impaired.

The possibility of extensive fires caused by lightning is and always has been serious. The added dangers involved in possible fire sabotage could not be overlooked. Moisture conditions during the past spring produced a heavy crop of grass and, with the heavy growth of last year, made fire hazard in the fall even more menacing.

Realizing that our country was a vulnerable area, a campaign was started in the early spring to make the people fire-conscious and to locate equipment and to give adequate training in fire fighting.

The Cherry County Extension Service and the county defense organization planned the fire-control organization.

J. G. Lord, forest ranger of the Niobrara Forest Reserve, was appointed as the chief fire warden for Cherry County.

The county was then divided into nine districts, and meetings were held in each district to elect precinct fire wardens. Some of the larger precincts, especially those that were more isolated from a rural town, chose to elect more than one fire warden.

Precinct fire wardens were called together in each district to elect their district warden. The district wardens functioned under Mr. Lord's supervision.

The time element in fire control is vital. Rapid communication is important, and in this the manager of the telephone exchange at Valentine helped by plotting all the exchanges in the county on a large map in the county courthouse. A directory of the different exchanges is planned for all telephone operators, which will be very useful in noti-

fying people on the exchanges if a fire should occur. Cherry County, 96 miles long and 63 miles wide, had to have a good system of communication to develop a fire-control organization.

When fire breaks out, the person making the discovery immediately telephones the local telephone operator or gets in touch with someone who has a telephone, giving the general location of the fire and in which direction it is burning. He then takes what equipment is available to the fire.

The telephone operator immediately calls out an emergency warning, reports the fire over the local line, and then calls the operator in the direction that the fire is burning, who in turn also puts out an emergency call.

Suitable equipment in a place where it could be found was one important part of the fire-control program in Cherry County. Standard equipment put in a definite place and ready to go when the fire broke out included shovels, water barrels and buckets, container for drinking water, plows with doubletrees or ready to hitch to tractor, fire drag if possible, and full water tanks.

It was realized that many fires could be prevented by careful planning and by reducing the fire hazards. Suggestions to prevent fires were given wide publicity.

The educational program of the Cherry County Extension Service is one of trying to keep people on the alert. Circular letters, cards, signs on the roads, pamphlets, and other material urge people to be careful with fire. All correspondence going out of the extension office carries the slogan, Be on the Alert and Avoid Fire Loss.

Each community is an important part of the fire-prevention and fire-control program. In Cherry County, the community is established on the precinct basis. All precincts are urged to handle their fire organization as they see fit, thus making the organization more democratic and more likely to function.

The organization seemed to function well. Several fires were reported, but very little damage occurred. There was always a good group appearing at the scene of the fire, and everyone came properly armed with fire-fighting equipment.



## DEVELOPING INTEREST

Interest is aroused by giving information and providing experience.

Extension workers give information through:

Testimonials	*Graphs, Charts
Records of results	Subject-matter articles
*Meetings	Bulletins
Discussions	*Circulars
*Tours	News items
*Slide lectures	*Radio broadcasts

They provide experience by:

Committee work	Surveys
*Organization	Schools
*Result demonstrations	

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\*Examples of this method included in this compilation.

## Using Color Slides

A series of colored slides which tell the story of home beautification in New Mexico was given the blue ribbon among exhibits of colored slides from five States at the annual meeting of the American Association of Agricultural College Editors held in Colorado last August. Because of the current interest of extension workers in this subject, Paul McGuire, associate extension editor, in New Mexico, has consented to tell how the series was worked up and how it is being used.

■ Landscape Gardening in New Mexico, the colored slide set which was awarded the blue ribbon, did not just happen. It came about, rather, as the result of a definite, often expressed demand of prospective landscape gardening cooperators to "show us how we're to use trees, shrubs, and flowers in making our homes and yards more attractive."

And as the first slides in the gardening series show, not enough New Mexico farm families have properly used for home plantings the plants and shrubs which Nature has placed at their disposal.

It is always easy to point out what is wrong with home plantings, but it is sometimes difficult to explain clearly how improvements may be made. Floyd Whitley, extension horticulturist of New Mexico, who handles the landscape project, found that available pictorial material showing desirable practices was not at all suited to New Mexico conditions, nor did material obtained through appeals to other Western States aid greatly. It was then that Whitley decided to prepare his own visual aids for the landscape gardening campaign. The enthusiastic reception of full-color photographs of plants and situations has been a spur to further work.

Considering both cost and effectiveness, Mr. Whitley found there was no full color versus

black and white argument, particularly for showing flowers and brilliant-hued native and exotic shrubs and trees.

Slides were favored because they can be shifted and arranged to fit local conditions and time allowances. Then too, colored transparencies must be well protected if they are to last any length of time. Glass covers and metal binders seem to fulfill the need for protection that cannot be given strips.

Including the outlay for the glass cover slides and the metal binders, the cost for completed color slides runs around 21 cents each. This is assuming that 18 good shots are obtained from each roll. If many exposures are lost, the unit cost, of course, goes up. In this connection, the slow speed of the colored film and the wide variety of subjects to be photographed make a good light meter seem indispensable. One was consulted before each shot in the gardening series was made, and few pictures were lost from improper exposure.

Interesting, attractive photographs of ornamentals and situations must be more than chance shots. They must be planned. Whitley's task of getting the photographs to go into the set was simplified by the fact that he is a good technical photographer with a well developed flair for composition. The first pictures were taken with a medium-

As the slide series grows, it will be possible, when desired, to select from it groups of photos for specialized lectures. Possible subjects for an illustrated lecture might be Cacti as Ornamentals for New Mexico Homes or Broadleaf Evergreens for Your Community.

Through October the landscaping set had been used by the specialist and county agents before groups in all parts of the State. The agents, particularly those whose only previous experience with visual projection has been with black and white film strips, have received the colored transparencies enthusiastically. The home demonstration agent and the assistant agricultural agent in one county have planned to use the set for the entire month of January to start off the landscape project which all but one of the women's clubs and a number of 4-H Clubs have selected for the year's work. The two agents are so anxious to obtain the slides that they turned in their January request early in September.

Although the landscaping set has been used more extensively than any other, series which have been collected on crop improvement and club work are also making the rounds. Until more county offices own or have convenient access to projectors, the landscape gardening series, as well as the others, will not be used as much as the agents, the specialists and the visual instruction section in the State office should like. State office projectors are lent to the counties when available, but the limited number owned makes it impossible to supply all demands. As soon, though, as more counties own projectors, State office workers will find it a big job to keep up with the demand for more and more colored slide series on farm and home subjects.



## The flannelgraph



■ A device successfully employed in extension teaching in Wisconsin—the flannelgraph—is being used in agricultural missionary work among the Navahos in Arizona.

A former home demonstration agent in Wisconsin, Mrs. Willard Gray, nee Doris Clark, found the flannelgraph effective in her Bible lessons at Moody Bible Institute. Recently married, the former extension worker and her husband are doing agricultural missionary work among the Navahos in the school and hospital station at Ganado, Ariz.

The base of the flannelgraph is a large board about 3½ feet by 5 feet, covered with flannel and set up on an easel. When this flannel-covered board is slightly tilted back, other pieces of flannel in various shapes can be made to stick to it, and by the manipulation of the demonstrator illustrate right and wrong ways of doing whatever line of work may be considered. These pieces can be

moved around and serve in a very effective way the purposes of the demonstration.

This is well illustrated by the home-grounds flannelgraph which has been used by L. G. Holmes, G. W. Longnecker, and other extension landscape workers at the University of Wisconsin.

A large light-colored cloth with a horizon drawn upon it is used as a basis for a picture. Then strips of flannel upon which have been painted a house, a barn, and other farm buildings are placed in position. Using trees of different kinds, shapes, and colors, fences, sidewalks, and shrubs, the house on the bare lot is soon transformed into a well-landscaped home. Flower beds and hedges can be added to frame the house.

This before-and-after method of demonstration is valuable in showing audiences why one arrangement may be better than another. The completed picture tells the story.



# When a community gets a pain

C. R. ELDER, Extension Editor, and K. R. MARVIN, Professor of Journalism, Iowa State College of Agriculture

30 inches to 100 inches, along with as many skeleton stories.

Proofs of these kits were sent to newspapers and to the county agricultural agent in 25 crucial food-producing counties. For reasons of economy, the mats of the illustrations were not mailed until ordered by the newspapers. Eighty mats were mailed to fill requests the first day after the proof sheets went out; 200 mats were sent out the first week. Kits were later sent to newspapers in 25 other counties.

Several publishers took time to write complimentary letters to show their appreciation for the kits which, for once, enabled them to solicit some financial help in promoting the cause.

The advertising series was so well received by newspapers, businessmen, and civic organizations that the kits will be revised and republished this year. And we know that in Iowa we shall be using ad campaigns for local sponsorship to promote some of the other educational campaigns.

Although we are strong for local sponsorship of such advertisements, we believe that the Extension Service should think twice before it starts to buy space for farm-labor recruitment. Community cooperation is what is needed. When local civic organizations and businessmen buy space to promote food production and conservation, there is good community cooperation, and this is a product that cannot be bought with money.



**SEAMAN JONES WANTS TO TALK TO YOU!**

## Your Detasseling

Can account for  
180,000 bushels of corn next year

... and this 180,000 bushels of corn can be turned into:

- 24,000,000 pounds of Explosives
- 1,800,000 pounds of Pork
- 1,500,000 dozens Eggs
- 3,375,000 gallons of Milk
- 940,000 pounds of Butter
- 1,000,000 pounds of Beef
- 400,000 pounds of Lard

- That is what YOU can do now to secure victory by detasseling 3 acres of corn  
3 acres of seed crop = 300 bushels of Hybrid Seed  
300 bushels of seed = 3000 planted acres  
3000 acres will produce 180,000 bushels of Corn.

HYBRID CORN ADDED  
APPROXIMATELY  
200,000,000 BUSHELS  
TO THE 1942 CROP



### Join U. S. Crop Corps Today

Will you help? This is war work, too. Register your name today at the nearest farm labor placement center or at a hybrid corn plant. Earn good wages. Every man, woman, boy, or girl who can help save the seed corn crop will be making an important contribution to victory. Farmers, who can spare the time or send a member of the family, can thereby assure themselves of their own seed for next year.

■ When a man is sick, he goes to the doctor to get fixed up. When a community gets a pain, the chances are that the local newspaper editor is the first man called upon.

So it was in Iowa last year.

When adverse weather kept the normal number of workers out of the canning-crop fields for several days; when the need arose for the recruitment of a large number of workers to detassel corn for the State's seed crop, something had to be done and done quickly. We went to the newspapers.

Here is how it worked in one community:

This particular community had a large acreage of canning crops which had to be picked within a week if the crops were to be saved. To add to the trouble, corn detasseling was demanding immediate attention.

Two members of the State extension editorial staff were sent out to lend their assistance. Cooperation of the county-

seat newspaper was obtained, and a special labor-recruiting edition was put together to promote a mass meeting for recruiting volunteer workers.

A series of ads was hastily written to support a liberal use of news copy. These ads were readily sponsored by canners, hybrid-corn companies, local service groups, and business firms. The most popular was one captioned "It Must Not Happen Here," and showed a picture of a farmer in another State plowing up a field of beans.

With the help of volunteers enrolled and some imported labor, all crops in the county were saved; and we were convinced that we had something that would help other Iowa communities to solve their own labor problems.

Immediately after this experience, the extension editorial staff prepared a kit of materials to be used in special labor mobilization campaigns wherever the need arose. The kit contained 10 advertisement lay-outs varying in size from



# The Newspaper Works for Us

**MRS. GERALDINE G. ORRELL, Home Demonstration Agent,  
Greene County, Ark.**

■ "I saw in the paper where the home demonstration club women made a mattress at Mrs. Thad Crowley's last week," remarked Mrs. Emily Miser, bank cashier, as I cashed a check. "I don't know the wife, but Mr. Crowley does business here."

"When could you appear on our program and show us how your 4-H Club members have established those cutting beds described in yesterday's paper," telephoned Mrs. L. V. Rhine, president of the garden club.

Joe Bertig, owner of a chain of cotton gins and delta farms, pointed out: "I want to give prizes to tenants, sharecroppers, and even to day laborers on our farms who do their best in the live-at-home program that you two agents are talking about."

"That account of the planting of the home demonstration forestry project was the first time my wife's name has been in the paper since we were married," teased one farmer.

"We're taking a paper so we can read about club work" is a common comment.

"We didn't realize how many 4-H and home demonstration clubs we have in the county until we started taking the paper," said an older 4-H Club girl.

"That sorghum-cookie recipe is fine. I tried it." "Would that Mrs. Perry Norton take orders for salt-rising bread?" "Goodness, I never thought of poultry profits paying for installing rural electric service." "Just where does Mrs. Hanley of the Post Oak Club live? I want to hire her to make my children some self-help garments like the ones I read about her making." "Tell me what does that wild hawthorne shrub look like that your club women are using in their yard-improvement work?" These, and more may be among the comments I hear in 1 day from readers of the local newspaper that devotes space to Agricultural Extension Service information.

This is a farming section, even Paragould, the county seat, having almost 8,000 people, is dependent on agriculture. This may account for the rather general interest in topics pertaining to farm homemaking.

A check of the circulation of the local newspaper 4 years ago through 4-H and home demonstration clubs indicated that approximately two-thirds of the farm families of Greene County subscribed to the semiweekly Soli-phone which has the same editor and is made up largely of articles appearing in the Daily Press. These are the only county newspapers. Thus, it was obvious that the local press could be an effective medium for furthering agricultural welfare and, incidentally, of letting the public know what is becoming of their

tax dollar so far as the Agricultural Extension Service is concerned.

To this end, my time is so organized that attention is given to news articles pertaining to farm homemaking the same as to any other of the many duties of a home demonstration agent.

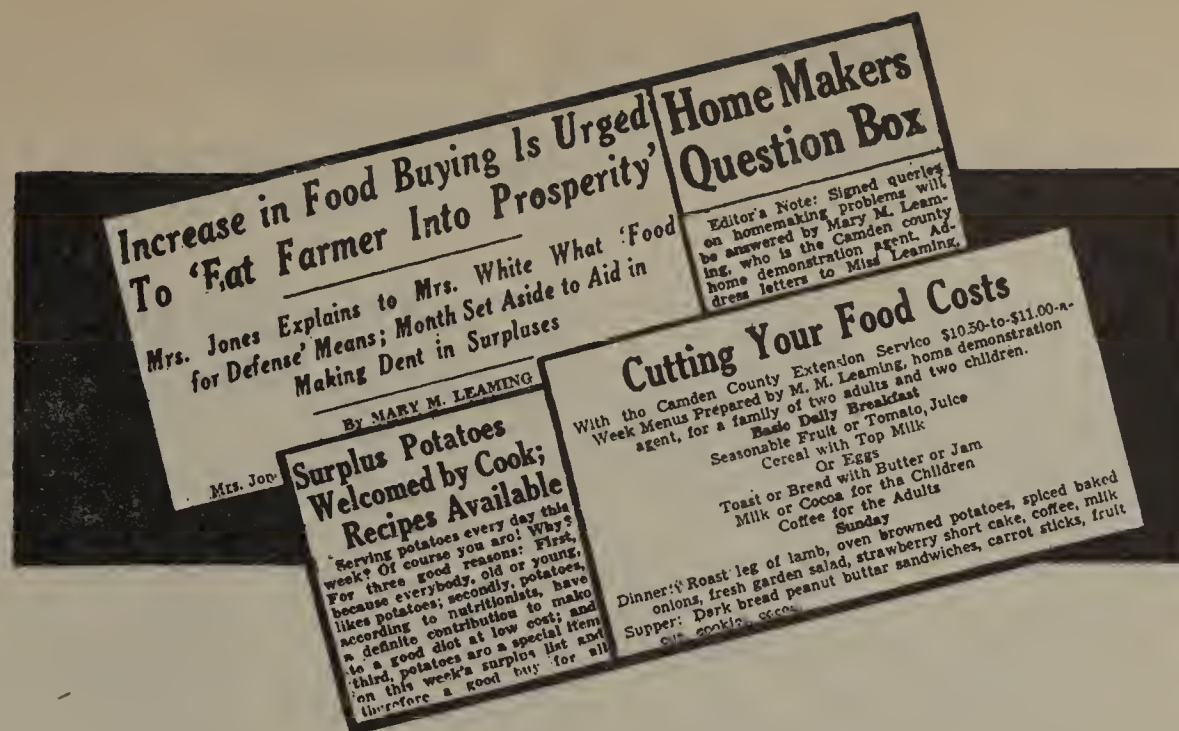
An effort has been made to know well our editor, his wants, and his limitations pertaining to newspaper space. All material submitted to him is carefully typed and double spaced with blank heading. He wants his copy by 10 a. m., and it is taken to him before that time. Copy is never mailed to him. We want the editor or his assistants to have the opportunity to offer suggestions or request special articles.

During the past 2 years our editor has carried every home demonstration club report which has been submitted. As Greene County has 44 home demonstration clubs there are sometimes that many reports in a month. The average is about 30 per month, as occasionally a report does not get to my desk promptly or it is not considered to have enough news value to be submitted.

Each club reporter who writes accounts of home demonstration meetings or activities in her community has been given special training in the elemental principles of writing news articles. This training is essentially that given me by Kenneth B. Roy, agriculture editor, Arkansas Extension Service, to whose constructive criticism I owe whatever I know about preparing field stories.

The expressed interest of 1,667 active home demonstration club women and their families in these reports is one reason they are printed. Although there is a similarity in these reports, they are not monotonous. For example, the demonstration was considered the most important part of the program in one club, which fact was indicated by the write-up of the meeting. In another club report, the group discussion was considered the feature of most interest. Reports of individual demonstrators or an account of group or individual achievements in improved farm-home practices may have the most news value in some other club. So it is that reports of club programs having the same general subject and held during the same month among similar groups are entirely different, due to the breadth and variety of home demonstration teaching and the accomplishments in home and community development.





## The Newspaper Works for Me

MARY M. LEAMING, Home Demonstration Agent, Camden County, N. J.

■ How do you make a dent in the thinking of the people with regard to nutrition when you are only one agent in a big urban county like Camden County, N. J.? This was the question that faced me 2 years ago. Only 1 pair of hands and a population of 200,000. Meetings were well attended; local leadership was good, and support of local organizations was excellent; but current conditions made it urgent that an increasingly large number of people be reached.

The answer was the newspaper. Camden City has a large metropolitan paper, the *Camden Courier-Post*, the combined morning and afternoon circulation of which amounts to 90,000 daily, with the bulk of that circulation in Camden County.

With the cooperation of the extension editors at the college, a plan was evolved and presented to the newspaper management with whom most cordial relationships had previously been developed.

Acceptance of the plan meant the home demonstration agent's responsibility for seven columns of food-page material weekly—to be sent regularly, on time, and in proper form for publication. It was determined that this copy should include: (1) A "Homemakers' Question Box" composed of actual questions forwarded by readers; (2) timely informational stories relative to local New Jersey farm products and their use; (3) informational stories with regard to current food industry developments and their relation to the homemaker; (4) a weekly 3-inch box story offering a timely publication; (5)

a weekly low-cost menu; and (6) a feature story on any subject the home demonstration agent deemed wise.

Response was immediate. There was no need to worry about reader reaction. It grew. One week's copy has brought in as high as 800 fan letters.

The feature story particularly drew much comment. In it each week are two characters: Mrs. White, the bride, inexperienced and typical in reaction; and her next-door neighbor, Mrs. Jones, an intelligent, experienced homemaker, who has made a study of nutritional problems from a practical standpoint.

One woman wrote: "I am a Mrs. White. How I wish I lived next door to Mrs. Jones!" Another: "The Mrs. Jones stories are such a painless way to get such a lot of useful information." Other communications frequently say: "Send me the recipes Mrs. Jones used for potatoes" or whatever the current subject discussed involved.

When the local Philadelphia food-for-defense campaign, inaugurated by SMA last March, came along, I merely had to write the copy from the angle of using surplus commodities. The feature story explained the objectives; the box offered recipes using surplus commodities. Readers' questions naturally turned to use of suggested products; local farmers selling surplus commodities to the Government were glad to see their products pushed in the informational stories.



# Heads-Up Letters

**FRANCIS A. RAYMALEY, County Agent, Cumberland County, N. J.**

■ It was only another piece of paper, 8½ by 11 inches. It was but one of several hundred such sheets whipped through the mimeograph machine, to come forth with slightly moist lettering which added up to an announcement that again the county agent's office was equipped with a teletypewriter for the speedy receipt of prices that the New York market was paying for fruits and vegetables.

Yes, it was another circular letter—nothing more, nothing less. One of those things that have been discussed in annual extension conferences in 48 States—and cursed, I dare say, in county extension offices throughout the land. But \* \* \*

"That letter on the teletypewriter was worth exactly \$1,700 to me, young man," said one of my farmers, smiling broadly, during the course of a courthouse visit a few days later.

Perhaps it was the extra cash return; but, anyway, he went on to say that he read our circular letters as closely as direct mail and his favorite newspaper.

"I'm a busy farmer," he said, "but I read very carefully every one of those letters you send me. They're concise and interesting—fully as good as the form material that comes from advertisers."

Many another farmer has reported that he follows our circular letters carefully. I have had such reports from poultrymen, vegetable growers, dairymen, fruit growers, and other producers in this, one of New Jersey's largest agricultural counties. All of which has convinced me that circular letters offer a real opportunity to the county agent who wants to reach the maximum number of farmers with a minimum of effort. Some extension workers believe that most circular letters hit the wastebasket unread, but I do not believe it.

After 3 years of serious effort on circular letters, I am convinced of their value as a method of extension teaching. I have found that farmers can be taught to depend on them, to respond to their use. In fact, I should go so far as to claim that, hour for hour, time put on the preparation of effective circular letters can be made as useful, as a part of the county agent's teaching technique, as the farm demonstration meeting, the farm visit, or the employment of other visual means or direct teaching.

Effective use of circular letters can only result in improved service in any extension office. We have pursued this course, and it is obvious that distinct advantages have accrued as a result.

In the first place, effective circular letters keep the extension service program of the county before all farmers at all times. In these days of partial introduction of facts and frequently the misuse of fundamental subject material, the obligation of bringing results of research to the farmer through extension letters cannot be overlooked. The provisions of the agricultural conservation program, the appearance of new insect pests, new methods of plant-pest control, and countless other subjects illustrate the ways and means that this circular-letter work has proved helpful in Cumberland County.

Circular letters, in the long run, save time in the extension office. This may appear to be something of a paradox, but it is true. On checking our office records covering a period when serious insect outbreaks occurred, we found that when well-timed letters were used, the telephone load was slight. In direct contrast were other occasions when no circular letter was used. Then the telephone was ringing constantly, and it was necessary to have someone on hand just to take care of these calls. Many farmers tell me how they save a telephone call or visit to the extension office by the arrival of a well-timed circular letter.

In 1938 fruit growers faced a serious battle with the codling moth. Through the close cooperation of our fruit specialist and the entomology department of the experiment station, we kept fruit growers so adequately posted on codling-moth control that our telephone calls on spray-schedule service dropped to a negligible figure in contrast to previous years under less-trying circumstances. Further evidence of this circular-letter service is demonstrated this year by the fact that the percentage of clean, marketable fruit was high in spite of the heavy codling-moth infestation.

Our illustrated circular letter also helps the extension program by building up farmer response through surveys on such extension programs as tomato growing, poultry, and the like. We frequently check farmers' observation of our extension work through return cards. The number of cards returned furnish a check on the attention farmers give our letters. We have trebled during the last 2 or 3 years the response received on such circular letters. On checking our records, I find that in 1935 the average response from farmers on our circular-letter surveys was approximately 15 percent. Since we have improved our circular-letter set-up, the response has greatly increased. We had one



Hour for hour, the time spent on the preparation of effective circular letters can be as useful a part of the county agent's teaching technique as the farm demonstration meeting or the farm visit.

poultry letter that returned 60 percent, and the general average is about 40 percent.

Circular letters are frequently valuable as a source of reference material, concise and condensed, to be handed to farmers in an interview instead of using a bulletin. We have found this true in such items as sweet-potato-disease work, canhouse-tomato problems, poultry feeding and management, and pasture improvement.

A central theme can be utilized in the body of each circular letter. If this is carried through in all circular letters, farmers will continue to look for this feature. The continued use gets their attention. We utilize various sources of illustrative material in preparing our letters. Good standard equipment in some cases may be helpful but is never necessary. The element of time is the biggest factor in the use of good equipment. Precut stencil letterheads, the mimeograph in good working form, care and precision in cutting the stencils, and general attention to neatness seem to be the important factors in our circular-letter work. From a subject-matter standpoint, one of the biggest factors in the wise use of circular letters, I believe, is keeping them brief and to the point.



# Ready for Action

**FRED W. AHRBERG, County Agricultural Agent, Osage County, Okla.**



Officers of the Osage County Cattlemen's Association have an informal conference with County Agent Fred Ahrberg who is on the horse.

■ Osage County is range country. Originally an Indian reservation noted for its fine native grasses, it still has a large proportion of the land, or, to be exact, 1,250,000 acres, in native pasture, with a normal cattle population of 220,000 head in the grazing season, April 15 to October 15.

My story starts in 1934 because that was the time that I arrived here as county agent. It was also the year of at least one of the most severe droughts ever experienced in this county and throughout the Southwest.

There was no active cattlemen's association in the county to help in this emergency or to work for the common good in improving the breeding and marketing of the livestock produced here. So the first work in the extension program for 1935 was to form a rather loosely constructed organization of the ranchmen of the county and to promote a tour of the ranches to be held in June of that year. Speakers who were recognized as national authorities on livestock marketing and range herd improvement work explained methods of production and the purpose of the program at each stop. At noon, three nationally recognized men on livestock problems spoke to the group of local Osage cattlemen.

The tour has developed into a cattlemen's convention and ranch tour. The first day is spent in the convention headquarters hearing a representative of the large packers from Chicago or Kansas City give the packers' outlook on the livestock industry for the coming year. We always have a large-scale range breeder or purebred breeder on the program

to talk about the necessity for consistent work to improve the quality of the range cattle and to offer some suggestions on how this can be done under range conditions. We always have a representative of the commercial firms or marketing organizations from the Kansas City market, through which most of our cattle are sold, to give his picture of how and when the kind of cattle produced in Osage County can best be marketed. Then we have a representative of the animal husbandry department of the Oklahoma Agricultural and Mechanical College give the results of experimental feeding trials conducted there each year so that our people may adapt such of these results to their operations as they find desirable.

Early the next morning, the entire group starts on the tour of ranches. The county is naturally divided into 3 sections, and a tour of from 135 to 175 miles can be laid out in each of these sections. It is thus possible to take the group over a different area each year for a 3-year period. We usually visit 12 to 16 ranches and have each operator tell of his plan of operation, which he does in from 3 to 5 minutes—ranchmen are usually men of few words. On this tour, the visitors have an opportunity to see anywhere from 60,000 to 80,000 cattle. Somewhere along the route, a current demonstration brings out some recent and desirable practice in livestock production that may not be generally practiced among the ranchmen.

This program is bringing around 600 people to the convention and from 500 to 800 on the tour.

## Worth a Dozen Night Meetings

A. D. CAREW, County Agent, Green Lake County, Wis.

■ I have had a feeling for a number of years that more effective teaching and lasting impressions can be made by actually working with objective materials. For example, if I make a farm visit and while there prune a fruit tree, I believe that the farmer will remember the visit much longer and that I will have a closer tie-up with the farm.

Putting this theory into practice about 8 years ago, I had a self-feeder built according to the Wisconsin plan. I bought a sack of tankage and a sack of linseed meal and loaded these materials on a truck, having arranged in advance for four demonstration meetings on farms in the chief hog-growing sections in the county. James J. Lacey, extension meat specialist, was scheduled to appear with me at the meetings. We advertised that farmers could actually see just how the feeder was made and would be furnished plans by which to build additional feeders. The response was very gratifying, and when the truck pulled into a farmyard it was greeted by 30 to 50 swine men. This device enabled us to outline a swine-sanitation program as well as to talk feeding.

At another series of meetings on farms to acquaint farmers with anemia in little pigs and how to prevent it, I announced that I would carry with me a supply of iron and copper solution to be distributed at cost to those who attended the meeting and asked them to bring containers. We demonstrated how to use this material and again had very satisfactory attendance. Other types of meetings we held on the swine project were butchering and meat-cutting demonstrations where we actually showed the farmers how to perform those tasks.

A colt-breaking demonstration, a big hitch, a colt show, and botting horses for control of parasites are other activities practiced in this field with the assistance of Dr. Beach and Professor Fuller, both of the University of Wisconsin.

### *Beginning With a Demonstration*

Seven or eight years ago I lined up about 15 flocks of sheep and went out and drenched these flocks 3 times at 5-week intervals for the control of stomach worms. At that time no flocks in the county were being drenched, although many sheep were infected with stomach worms. From this small beginning we obtained the adoption of this practice universally throughout the county. Docking and castrating lambs were other means of actually showing how to do certain farm tasks. Shearing demonstrations followed, and now we have shown farmers how to dip sheep effectively.

When I first came to Green Lake County, 10 years ago, I arranged with the lumber dealers to build a portable brooder house for poultry and then called meetings and pointed out features of the Wisconsin type brooder house and distributed plans. Poultry culling and pullet selection, and meetings at which we conducted post-mortems on sick birds brought to the meeting are other means used in teaching this phase of farming.

Two grain-seed-treating devices were made and meetings arranged throughout the barley-growing areas of the county. We obtained Ceresan and actually treated wheat, oats, and barley at the meetings. Barley-seed-treating demonstrations have been held in all parts of the county. On other occasions we have called meetings at a dairy farm and had a farmer draw blood samples and showed under the microscope the glutination test for Bang's disease. Orchard pruning, spraying demonstrations, and bridge-grafting demonstrations in farm orchards have been used to acquaint farmers with these practices. Many fertilizer trials with check strips left in the field proved valuable in demonstrating good practices to farmers.

I believe that such meetings held on farms, at which you actually show farmers certain good practices, are worth a dozen night meetings held in a hall.



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Local representatives of agricultural agencies devised a simple method of presenting the story of Food for Freedom as it applied to their own communities so that they would all "talk the same language" when they told the story at community and neighborhood meetings.

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## Driving Home the Point

**CLIFFORD L. SMITH, County Agricultural Agent,  
Washington County, Ark.**

■ Production of food to win the war is uppermost in the minds of all of us. As a result of our community and neighborhood meetings, farm people of this country had begun to talk about how they could do a better job of living at home even before December 7.

Following our county farm defense board meeting, at which county farm production goals for 1942 were thoughtfully established by 42 representative farmers, farm women, and agricultural agency representatives, we held 34 community and neighborhood meetings which were attended by 1,850 farm people. Graphically presented at these meetings were the reasons and urgency of the new "all out" program of food and feed production, the largest in American agricultural history; county goals set by the county defense board; how these goals may and must be met, but with good land-use and farm-management practices constantly in mind; how overexpansion in land, equipment, and livestock should be wisely avoided; and, finally, why and how the live-at-home program is fundamental and of the utmost importance. These meetings were followed by others to present the farm sign-up phase of the program.

Based on our State extension service food standard for one adult person, a special chart was developed to show the types of

foods and quantities required for a year. Here we enumerated milk, butter, eggs, chickens, meat, fats, potatoes, vegetables, tomatoes, corn, wheat, sirups, and fruits, and the amounts needed either in numbers, gallons, pounds, or bushels. These amounts were then extended for a family of five. After presenting the chart at each neighborhood meeting, we called for estimates from the group on the total cash cost, if purchased. We had answers ranging from \$150 to \$1,500. Actually, according to current local market prices, the total amount for a family of five would cost nearly \$1,000; and all of these foods can be produced on Washington County farms. But to drive home the point that food acres are the most valuable acres on the farm, we listed the bushels of wheat, tons of hay, pounds of milk, hundredweight of hogs and beef, bushels of apples, crates of strawberries, and pounds of broilers required to net enough money to pay that \$1,000 grocery bill for a family of five. Simple as the method may be, it seemed to convey the story in a better fashion than any other method we have tried.

Prior to our community and neighborhood meetings, all local representatives of agricultural agencies formed a committee to plan and prepare local materials for the scheduled meetings, in order that each would "talk the same language." This committee, working as a group, developed the plan for presenting the information, with first thought on living at home.

# Wings for Words

**AUGUST NEUBAUER, County Agent, St. Louis County, Minn.**

■ It is not safe to say that 98 percent of the rural people of north St. Louis County, Minn., listen in to the agricultural extension programs just because that percentage has radios. It is safe to say, however, that the extension program is known by more rural people than ever before because of the radio.

The Extension Service in north St. Louis County has pioneered in radios and now in broadcasting. The St. Louis County Club and Farm Bureau bought a portable radio 13 years ago, long before many of these machines found their way into rural homes. When the Hibbing broadcasting station was established about 4 years ago, the extension program was one of the first to go over the air, and it has been presented regularly ever since. Rural people listen in and make use of the information. One lady in Vermillion Lake township says she uses the dinner bell when it is time to call the men in from the field for the Saturday morning county agent's chat.

There are 4,000 farms in north St. Louis County. Many of these farmers formerly found it difficult to get in touch with the extension program, but now they know what is going on. Interest has been created first by using only news of local interest. If the county agent feels that the national viewpoint should be given on any agricultural situation, then a local application is made, using a farm visit or a field interview as the reason for discussing such a subject. In the second place, only up-to-the-minute news and information is given, again making it apply locally. In the third place, a great many personal items of interest gathered as the county agent travels about the county are used.

Just recently, a statement concerning the spring land-clearing program was made in one of the weekly broadcasts, and the following letter was received: "There are quite a few fellows who would like to know about this. If you could let us know by way of your radio talk, I know it would be greatly appreciated." Another letter from a man in the north end of the county, about 65 miles from here, states that he heard that I had a truckload of land-clearing explosives on hand now for distribution, and he would like to get two boxes.

One day last fall a very lengthy letter was received at this office concerning a neighbor's hog that had gone down in the hindquarters. The writer of the letter stated that a few days later his own hog went down in a similar fashion. He thought his own hog had caught the disease from his neighbor's. He

wrote to the county agent and specifically stated to reply by radio. The Saturday following the receipt of the letter a statement was made over the radio to the effect that lack of minerals caused this condition, because they were table-fed hogs; and that feeding a mineral mixture or putting them out on green pasture would rectify the condition. Nothing more was heard, but in visiting another farm in an entirely different community, the owner said: "As soon as I heard what you said about hogs, I opened the gate and turned my hogs out."

People like to have their names mentioned over the air, and this human quality is made use of very frequently; but there is danger of overdoing it. The weekly chats cover the extension activities during the current week; farm visits made, communities visited, meetings attended, and people spoken to. These activities give the county agent a fruitful source of very valuable and interesting information. Never, however, does a week go by that the broadcast does not cover fully one or more extension projects; and the projects, no doubt, were discussed at a meeting or on a farm, and so they have the local application and personal appeal.

The broadcast made on May 13 is typical. This gave an account of a visit to the Swandale community. Stopping at the Joe Bozich farm to arrange for trial grain plots, this was a good time to explain the value of conducting these plots each year in different communities. On the same trip a stop was made at the Jest Mobergen farm. The brooder houses were visited, and the type of oil brooder was examined very carefully. Oil brooders have caused a lot of trouble, and so I make a special study of them whenever I see them. The plum orchard was also visited, and a return visit will be made to do a little pruning; and then the occasion will be used to explain more about pruning and also about disease control.

One more stop was made that day—just an extension call at the Dave Williams farm. It happened that Mrs. Williams had received some baby chicks and had some losses. It sounded like pullorum, and so this was a good excuse to tell more about pullorum and why chicks should be bought from blood-tested flocks.

The broadcast referred to above also covered the initial announcement regarding 'hopper control. This was not made bluntly, however. Eric Lampi called at the office and asked for 'hopper poison. This was the required introduction, and then followed a warning on what might be expected this year.

When these radio talks began, more than 3 years ago, "The County Agent's Mail Bag" was used for necessary material. This worked very well, but it lacked the personal touch. It is still used at times when other material is lacking; but, rather than use it, a special point is made to go out in the field and make a few visits. When he tells about them over the radio, they have double value.

The topic now used for the extension radio chats is "Trips Afield," and it is a very good medium for the promotion of sound extension work. About 2 months ago a poultry flock was visited. This flock was doing very well on a home-mix ration. This was mentioned over the air, and the owner was complimented on his well-managed flock; but this occasion was used to say to others whose flocks were not doing so well to consider using the ration now recommended by the university. At least six requests have come in by mail for a copy of this ration, and all came from people who were not regularly identified with regular farm clubs or farm bureau units.

Farmers do not write fan letters. They write when occasion demands. The correspondence received at the county agent's office is convincing that these radio broadcasts fill a need and that the rural people are taking advantage of them. Two weeks ago an announcement was made regarding a seed-treating demonstration to be held on a farm in Linden Grove township. A day or two later a card was received by mail from a farmer, asking the county agent to drop in at the farm on his way up to the demonstration and show his boys how to trim lambs. This card would never have been written unless the farmer knew that the county agent was going to be in the neighborhood, and this he found out from the radio.

Frequently in winding up the week's broadcast, announcement is made regarding the following week's schedule. This is very good if the schedule can be followed out as announced, but this is not always possible. Once an appointment was made with a farmer over the air. A trip was to be made to look up purebred sires, but the agent had to delay the trip 1 day. When he did arrive, the farmer said to him, "I waited for you all day yesterday, as you told me over the radio."

The radio station that is now used for these broadcasts is WHLB at Virginia. This is hooked up with WMFG at Hibbing. Both of these are in northern St. Louis County, which is the area in which the county agent works. These stations are not powerful, but they more than cover the territory. They are glad to carry the broadcasts, because it is believed that in this way they make their best rural connections. In a recent shift of programs caused by the inauguration of eastern daylight-saving time, the extension program was not changed and is the only daylight program that was not changed.

It takes a great deal of time and work to prepare these programs, but they are worth it.



# Let Radio Do It

**D. P. THURBER, County Agent, Cascade County, Mont.**

■ One of the most important jobs confronting a county agent is to organize his work so that the most can be done with the least effort. That's management. All sorts of short cuts are tried, and many of them prove very effective. Working through the medium of news letters, by which the same message is sent to 1,500 farmers at the same time, is a good practice. Holding community meetings where free discussion of the problem can be carried on with from 25 to 150 farmers either listening or taking part, is a splendid method of teaching economically, but when it comes to reaching a large number of people and doing it in a hurry, the radio is in a class by itself.

## *Radio Calls a Meeting*

For example, in May 1937, the first serious outbreak of Mormon crickets started hatching in the Eden Community, which is located 25 miles south of Great Falls, the county seat of Cascade County. The population of Eden consists of 26 families, all living on farms. There are no telephones, and the mail is delivered twice each week—on Wednesdays and Fridays. Word came to the county agent's office on Friday morning that the State entomologist would be in the county Monday to set up an organization to fight the crickets, and it was imperative that every farmer in the infested area be present to help make plans for the campaign. How to get the word to those farmers was a problem.

Regularly, on Monday, Wednesday, and Friday, at 1 o'clock, radio listeners in this neighborhood hear an announcement like this: "One o'clock Friday and time again for one of those informal chats with Dan Thurber, your Cascade County extension agent. Come on in, Dan" . . .

On this particular Friday, this is what they heard next: "You friends and neighbors in the Eden community will be particularly interested to know that next Monday morning, June 1, at 10 o'clock in the community hall, Harlow B. Mills, the State entomologist (that's just a hard-to-pronounce word for bug expert) will explain the organization to be used in fighting Mormon crickets this year. Now there isn't time to send out letters, and none of you people have telephones, so I'm using the radio to call this meeting. Of course I know that Ben Staigmiller, chairman of the community planning committee on insects, will see to it that the hall is ready and that each one of you fellows listening will see to it that your neighbor who hasn't a radio gets word about the meeting. So, we'll be seeing you all Monday morning at 10 o'clock at the Eden community hall to lay plans for the battle against the crickets."

When Monday morning came there was a real crowd at the little community hall in that isolated Montana community. A check of those present showed that only one family in the entire community was not represented, and that farmer was still in town where he had gone to his wife's funeral.

With this kind of contact with the farmers, why should a county agent spend time and money sending out circular letters? Talking to those folks earnestly and frankly about their problems two and three times each week for 15 minutes makes us real friends and produces a channel through which extension work can be sold directly to the farmer. Of course there must be that "follow-up" and the "checking" of results, but through the radio you can really "tell 'em" . . . and if you are clever at it, you can also "sell 'em."

# Homemakers Forum on the Air

**ELIZABETH G. LEAMING, Home Demonstration Agent at Large,  
New Jersey**

■ Seven years of experience with the Homemakers Forum have shown us in New Jersey that the radio is a valuable medium in disseminating information gained from scientific progress. The Homemakers Forum originates in Newark over Station WOR and is carried from coast to coast through the Mutual Broadcasting System. But even after 7 years, we still feel that the venture is an experiment, for all radio work seems to change so fast that it never becomes stable. Perhaps that is a part of the fun of teaching over the air waves.

When New Jersey first launched its experiment with radio home economics, there was little sequence of thought from one program to another. Each was a unit in itself. Then came the idea of series of broadcasts, with all programs based on one central theme. Study groups were organized throughout the State, and mothers gathered in one home within a community, settled themselves for 15 minutes around the radio, and then discussed for hours the points sent to them by their leader. One leader could reach many homes and communities all at one time—homes of the most urban type and those in the most isolated sections.

## *Series Broadcasts Prove Successful*

The idea of series has remained, and during the last year we have had four, each with a different basic theme, but all in the interest of children and family living—useful and happy living. The large response coming from practically all States, the District of Columbia, Alaska, and even Honolulu, from individual listeners, from study groups, and from educational leaders has been gratifying and indicative of the value of the broadcasts.

Mrs. Marion F. McDowell, State extension specialist in child development and family relations, of Rutgers University, is the central figure of this radio activity. From her direct contact with home demonstration agents, the women of the State, and educational leaders of the field, and with her own insight into "what makes humans tick," she has first-hand knowledge of the problems that parents face in setting up successful living; her leadership is the guide of the forum. However, the forum is by no means a one-woman job. It is cooperative teaching, drawing on the home demonstration agents for ideas, for study group organization, and sometimes for the programs themselves; on much of the State extension staff; and on leaders in cooperative agencies as well as on the staff of WOR. These groups repre-

sent many minds, and often before a program is finally set up there are many stimulating clashes in thought.

Our first series of 1939 was called Family Fables, and was based on excerpts from two of Dorothy Canfield Fisher's books, *Fables for Parents* and *The Homemaker*, with discussions given by specialists. The time of the program was 1:30 p. m. in the East—a time not so advantageous for study groups because it was too soon after lunch for mothers to get together. Still, there were 214 groups organized with a membership of 2,387.

According to Mrs. McDowell, one reason why teaching in the field of family relations is so difficult is that the discussions often become too personalized and the mothers camouflage their own home conditions. Parents never want—and probably rightfully so—to air their shortcomings or family difficulties to the public. The Family Fables groups gave the homemakers a chance to discuss the "Bill" of the excerpts, who merely represented their own "Toms" and "Dicks," without making their families the subject of neighborhood gossip. The series offered much material for study-group discussion.

The study groups have their ups and downs of course. Our time has now gone back to 11:45 a. m., which is not a good time for group listening. The mothers, however, listen individually, read our digests of the talks, and then gather at a more appropriate time for discussion. Too, there are seasons of the year when homemakers do not spend their busy hours in group discussion. This was one reason why our summer series, *A Nation on the Move*, was planned for individual listeners and with vacationists in mind: Then in the fall, the forum took on a more serious aspect again with its series, *Twelve Typical Children*, planned in the interest of such children as the crippled and the mentally handicapped who need great understanding. It proved a good subject for group listening, just as did the series, *Your Child's Health*, given in the spring.

The Medical Society of New Jersey and the New Jersey State Dental Society both cooperated extensively with the spring series in the effort to bring broader understanding of some of the health problems common to children from infancy on through adolescence. Twenty-five thousand copies of the printed program were distributed; and the response was large from grateful parents, doctors, nurses, dentists, dietitians, hospitals, welfare associations, boards of education, and church organizations. Leaders of both the cooperating societies expressed their appreciation of the opportunity provided to present reliable health information.



# Making All Things Work Together for Higher Income and Better Living

**MRS. IDA A. FENTON, Home Management Specialist, and  
R. R. MAUNEY, Farm Management Specialist, Arkansas**

■ Down in Arkansas, the farmer and the farmer's wife are working together to demonstrate one of the most effective teaching devices that has yet been evolved in extension work in the State.

These farmers and their wives are the farm-unit demonstrators who are proving to their neighbors that the proper planning and coordination of the various farm and home enterprises will result in a higher income and a better standard of living.

Farm-unit demonstrations in Arkansas date back to 1937 when the Agricultural Extension Service decided that something more than single-phase demonstrations was needed to stimulate the widespread adoption of recommended farm and home-management practices.

Although single-phase demonstrations, which were as old as extension work, had proved effective in teaching better methods of production and homemaking, they had not resulted in significant improvement in farm and home management.

Farmers had stepped up cotton, corn, and other crop yields; and their wives had learned to process fruits and vegetables, but cotton money was still paying for pork and livestock feed—the farm family was still borrowing from Peter to pay Paul. And with agricultural problems becoming more numerous and involved as a result of changing world conditions, extension officials felt that a new departure in extension teaching methods was needed.

The farm-unit demonstration—the sum of all the farm and home single-phase demonstrations—was the Arkansas Extension Service's answer to this situation.

The procedure worked out for setting up the demonstration was to select a representative farm family, explain the demonstration to the family, and obtain their consent to become a demonstrator; then to collect data concerning the farm's soil types, adaptable crops, degree of erosion, and percentage of slope; make an inventory of the family's assets and liabilities; and set up immediate and long-term goals and outline specific achievements to be made within the year.

The farm-and-home plan was made during a council meeting attended by each member of the family, the county extension agents, and the farm-management and home-management specialists. The first three steps were left to the discretion of the county extension agents. Responsibility for supervision was shared by

the county and district extension agents and the specialists.

Next to the planning of all farm and home activities on a unit basis, the most important aspect of the demonstration to extension officials was the provision for farm and home records. Each family was provided with a record book.

Record keeping on a farm-unit basis, by presenting a picture of all expenditures and cash returns, has influenced the farm family to discard or modify practices—traditional and otherwise—which impeded the family's attainment of a higher income and a better standard of living.

As there was no precedent for this type of demonstration, the extension staff decided to try it out with a limited number of families for the first year. Agents in 14 counties were asked to select 1 family each to initiate the program, the families to be representative of all the income levels and major types of farming in the State.

## *Three Demonstrations to a County*

Response of the farm people to the new demonstration has been very encouraging—so much so that the number of demonstrations has been steadily increased until at present a total of 230 farm families—an average of 3 to a county—are participating in the program.

The progress of these 230 families has made the farm-unit demonstration the effective teaching device which the Extension Service had hoped for. For example, there are the N. P. McConnells who have a remodeled home, electric conveniences, and a larger dairy herd since they became farm-unit demonstrators in south Sebastian County, according to Joyce S. Bell, home demonstration agent, and Lloyd Waters, county agent. The McConnells live on their own 40-acre farm northeast of Greenwood.

Selected as farm-unit demonstrators in the fall of 1937, they began remodeling their house in 1938. They jacked up the house and leveled it, added a large living room across the front, and then reroofed, re-sided, underpinned, and painted the house. New windows and screens and concrete entrance were added. The interior was repainted, and the woodwork and floors were stained; a bookcase, clothes closet, and kitchen cabinets were built; and three mattresses were made from home-grown cotton.

# Unit Demonstrations Lead to Community Development

**H. C. HOLMES, Assistant Extension Economist, Tennessee**

■ Henry County, Tenn., provides an excellent example of the development of the combined farm and home program. In this county, which is located in northwest Tennessee, just about every problem that is usually found in a county is present; and all of the usual agricultural agencies are operating.

The land varies from fertile river bottoms, much of which will be inundated by the Kentucky Dam, to some of the best, as well as some of the poorest upland to be found in the State. Cotton, corn, hogs, dark tobacco, dairying, sweetpotatoes, cattle, sheep, poultry, and seed are all important, in varying degrees, in different sections of the county.

The county agricultural extension service personnel is composed of a county farm agent, Paul Horton; a home demonstration agent, Lurlyne Wilkerson; and two assistant county agents, Webster Pendergrass, who is responsible for the development of the unit-demonstration farms, and J. C. Stewart, who is primarily concerned with the relocation and readjustment of the river-bottom farmers who are forced to move or readjust their farming, due to the flooding of the large area of bottom land.

The problems nearest home, and those that show most immediate results, are those that are peculiar to the farmers in the community who are attempting to support their families by a similar type of agriculture under similar conditions; thus the farm and home demonstrations such as have been developed in Henry County. More than 3,000 such demonstrations are being conducted in Tennessee. Four hundred and seventeen communities are organized, and 151 of them have developed definite community plans.

Farmers are selected by the local people in the community to act as demonstrators. The farms of demonstrators are generally typical of the area as to size, soil, system of farming, and opportunity. These farms are not show places; many of them would be unnoticed by the casual traveler but not by the people of the community. The neighbors and friends in the community are watching every development with interest.

Thirty-three community clubs in Henry County, with an enrollment of 1,200 farm families, provided a working organization through which to channel farm and home demonstration work. By 1940 the men and women in 7 of the clubs mapped out a definite program for the year with a definite demonstration along specific lines and set goals of both a long-time nature and those to be

reached during the year. The Springville community offers an example of a community program aimed toward the same objective as the county program but tied down more specifically to problems in that particular community.

Definite goals for accomplishment during the year are set for every phase of a well-rounded farm-and-home program. The community comprises approximately 13,000 acres, 3,800 of which are below the 360-foot contour and will be flooded by the construction of the Kentucky Dam.

The Springville Community Club was organized in October 1934. Twenty-five farm families were represented at the first meeting when a mattress demonstration was given at the home of Mr. and Mrs. C. C. Chastain. During the 7 years the membership has grown to 77 farm families, and the following community clubs adjoining Springfield have been organized as a result of leaders attending the meetings at Springville: Elkhorn, with an enrollment of 26 farm families; Pleasant Grove, 54; McDavids Grove, 27; and Oakland, 90. The Evergreen Club for Negroes was organized in 1937 and had its own mattress center last year.

H. R. Wimberly was the first unit-demonstrator in the Springville community. His farm was approved in 1936, and he has been in the program continuously since that time. He was one of the first farmers in the community to use lime, and his demonstrations of the effect of lime and phosphate were observed by a large number of the farmers. Since he has been in the program he has begun the establishment of a beef herd with a purebred bull and has recently obtained a flock of sheep. He has been the chairman of the community organization since its beginning.



## 4-H Clubs develop father-son partnerships

Wilbur F. Pease, now county 4-H Club agent in Suffolk County, N. Y., describes his experiences with father-son partnerships in Wyoming County, where he was 4-H Club agent from 1937 to 1943.

■ "More century farms for the good of agriculture and farm families—a square deal for both youth and parents," was the double-edged idea back of the 4-H Club program in Wyoming County, N. Y., when it first tackled father-son farm relationships in 1939. Since then, nearly 50 families have been helped to make father-son agreements, with a waiting list of 25 interested families when extra war jobs sidetracked the program for the duration.

Such agreements can be made to work to the mutual satisfaction and benefit of the entire family. For the parents, as increasing age makes responsibilities, decisions, and work more burdensome, a sense of security and peacefulness comes from knowing that a son or sons can take over and keep the old home place progressing. For the son, a carefully planned agreement makes easier the path to farm ownership, which is becoming more difficult. It means that his years spent on the home farm will not be wasted, for he is gradually building an increasing equity in the business. The mother and other members of the family are protected.

In helping families with father-son agreements, a flanking maneuver rather than a frontal assault is called for. At least one of the parties must realize the need for some businesslike arrangement. Our program really started before 1939 by having father-son farm management meetings during winter months. Both Dr. Van Hart and Dr. Roy Beck of the State college department of economics and farm management proved adept at dropping an occasional remark about father-son relationships. The idea was further sown by the 4-H Club agent, when visiting farms for other purposes.

It is characteristic of people to be hesitant about their financial situations. Not only farm finances but sometimes more personal matters must be entrusted to the extension agent working with farmers on this problem. He must know the entire family and have the confidence of each member, for no standard agreement can be used for every case. Needless to say, this trust must never be violated by the agent.

By 1939, enough interest had been aroused to start our next step. To save

our own time and give each father and son the major responsibility in working out their own agreement, we first sent a series of 6 letters to 140 families. These were prepared by Dr. C. A. Becker of the State college, but were rewritten to meet our particular needs. Questions included: Was the farm business large enough, or could it be expanded to permit division of income? Did previous relationships between father and son bear evidence of a cooperative spirit that could be further developed? What points must be considered in an agreement?

Dr. Beck then met with fathers and sons in a series of three meetings. Sharing responsibilities, investments, expenses, and receipts; the desirability of a written agreement; and sample agreements were studied. Usually, we did not give individual help until a father and son had done their best at working out an agreement. Then we helped to clarify points, resolve differences, and suggest changes and additions.

Provisions were always made for changing the contract at the end of a year if experience proved it necessary, for arbitrating any matters that could not be mutually agreed upon, and for gradually increasing the son's equity in the farm business.

Where there is an only son, making an equitable agreement is fairly simple. More than one son and daughters in the family complicate matters because of the inheritance angle. If the son does choose to remain on the farm, making provisions for increasing his equity from year to year protects him but still plays fair with the other children.

Father-son agreements are no cure-all for father-son relationships. They do, however, tend to— (1) put relationships on a businesslike basis, which increases the respect and confidence of each party; (2) give sons an incentive to start farming and a sense of security for the future; (3) give parents a lighter load to carry and a feeling of security as they grow older; (4) prevent unpleasant situations by protecting against misunderstandings; and (5) offer a method for resolving unpleasant situations should they arise.

## One-day stands

Charlie Sayre, county agent in Kingsbury County, S. Dak., has a system of carrying on extension work in wartime. Encountering the common difficulties of getting farmers out to meetings and dwindling office calls owing to well-known causes, Charlie has set up temporary stands in far corners of the county, something on the order of traveling photographers, dentists, eye or foot doctors who advertise they will be in a named hotel in a town on a certain date for 1 day only.

One of Charlie's best extension communities is Badger, 25 miles northeast of De Smet, the county seat. Not many folk are driving to De Smet now from Badger. A few days before January 11, the first day he tried it out, Charlie sent cards to the farmers around Badger that he would be in Chris Larson's trucking office in Badger all day Tuesday, January 11.

The results were gratifying. By actual count, Charlie did business with 27 farmers that day. Many more than that number were in the little trucking office during the day just for a visit with Charlie, and at times the little office was not large enough to accommodate the visitors.

Here are a few of the major extension jobs accomplished on that 1 day. Charlie talked the new oat varieties—Tama, Boone, Vikota, and Vicland; and as a result, 3,500 bushels of certified Vicland will be brought into Badger and seeded this spring. That is enough to plant 1,750 acres. If the added yield is 20 bushels an acre, Badger will have 35,000 extra bushels of oats.

Charlie also advised farmers on live-stock feeding and management problems, helped with their farm record books and income taxes, gave sympathy and guidance on hog-marketing problems, got organization steps for a 4-H Club started, organized a fox hunt to stop sheep and poultry losses from these predators, and then also got approval for shotgun shells for use in the hunt. He also demonstrated to one farmer how to dynamite crows.



# Adventuring Into New Gardens

**ORENE McCLELLAN, County Home Demonstration Agent,  
Dallas County, Tex.**

■ Are we reaching all the people? Are we getting the best results from our efforts? How are our plans for 1941 working out? Do we need to revise them now that we have had time to try some of them? These are the questions we Dallas County extension agents asked ourselves and each other when we came together in January to review our carefully laid plans for 1941—plans made last fall with the help of our county land-use planning committee and the county 4-H Club and home demonstration councils.

Each of us was quite sure that some part of every demonstration we plan and give is a challenge to every person who sees it. We felt, too, that we have always worked with low-income people because many of our club members are from such families. J. O.

We based our approach on the home production of more and better food, realizing that a healthy body breeds a healthy mind and that from a healthy mind comes the ability of the individual to think, plan, and improve his own surroundings.

It was a simple matter to obtain the cooperation of local seed companies and nurseries when we presented to them our plan of beginning 41 garden and orchard demonstrations in as many small communities of Dallas County. They furnished seed and trees, and a machinery company contributed money to buy covers for the 41 frame gardens.

The demonstrators were selected by the agents in cooperation with local community leaders. Some of the families selected were families of 4-H Club members; a few included members of home demonstration clubs; but most of them had never been reached by any organized extension group.

In all, about 75 families were visited in selecting the 41 demonstrators. At this first visit the agents explained the purpose of the demonstration and helped the families work out plans for developing the demonstration. The garden and orchard sites were selected, the frame garden located, and instructions given for further preparation so that everything would be in readiness for the return visit of the agents.

The responsibility of the demonstrator family was fourfold—have one half-acre garden fertilized, plowed, and ready to plant; have a frame garden (4 feet by 20 feet by 12 inches) made and ready to plant; have holes dug for fruit trees; ask 8 or 10 neighbors to attend the planting demonstration.

The agents, with the local merchants co-

operating, promised to bring a cover for the frame garden, 14 packages of garden seed, 8 fruit trees, and 6 berry vines.

In almost every family we visited we found evidences of the ill effects of insufficient food or ignorance of foods necessary to a good diet. Many were sick. One man had just been advised to take vitamin capsules which cost \$4. per 100, and his family had to economize on groceries to pay these medicine bills. The unawareness of so many families that food has a relation to health or disease was almost unbelievable.

We had cooperation from almost everyone but the weatherman. For example, we found ducks swimming in one frame garden! The day before our visit the family had dug the soil out to a depth of 8 or 10 inches, planning to fill the space the next day with better soil. During the night, rain filled the frame.

## *Bad Weather Didn't Stop Us*

But in spite of wet and cold weather, the demonstrations were held on schedule during the last week in February with a total of 256 farm men and women attending. We could not plant the seeds in every instance, but we actually carried out as much of the method demonstration as possible. Sometimes we could only tack the cover on the frame garden.

When we could do no planting we went ahead with discussion of such topics as food requirements for maintenance of health, supplementing the regular garden with the frame garden, planting the gardens with a continuous supply of fresh vegetables, the varieties of vegetables to plant and when and how to plant seeds, selection of the orchard site, varieties of fruit trees to plant, and when and how to plant them.

The four agents working in pairs spent 5 days in selecting the demonstrators and 5½ days in giving the demonstration, and we all feel that the demonstrations were well worth the time we spent. During that time we were in the homes of 20 families that none of us had visited before. We plan to keep in touch with these families and visit them as often as we can when we are in their communities. A follow-up demonstration on food preservation is to be our next venture in spreading the extension program to low-income families in Dallas County.

# Democracy the 4-H Way

CLARA M. OBERG

4-H Club Agent, Ramsey County, Minn.

■ During one of the evening sessions of the 1941 Minnesota Legislature last April, time was taken out during debate to pay tribute to an intent group of young men and women sitting in a reserved section of the gallery. They were young people from rural Ramsey County, most of them 4-H alumni, who had come from miles around to have a look at lawmaking. It was indeed a thrilling moment for these older boys and girls to be recognized as American youth, alert and anxious to learn how laws are made.

But this is only one of the many high spots in the recent activities of Ramsey County youth who set out a year ago with the help of extension leaders to learn more about citizenship and democracy. This group, unlike most rural youth organizations in Minnesota, is not truly rural, and yet in some sections is very rural. These young people are under the eaves of the Twin Cities, St. Paul and Minneapolis. Boys cannot choose an all-agricultural topic—all of them are not on farms. Many of the girls, although interested in homemaking subjects, are employed in industries and prefer a subject of general interest to the entire group.

And so it was that this group decided in favor of citizenship and democracy and set out to arrange the finest series of extension meetings ever held by a youth group in Ramsey County. Thomas Jansa, third-place winner in junior leadership at the National 4-H Club Congress in 1940, helped to start the ball rolling when he said: "I don't think we know too much about our democracy anyway."

Before any meetings were scheduled, an advisory board sat down to plan the program. Those on the board asked themselves: "What are some of the topics our members will want to have discussed, and who would be the most likely men to talk things over with the group?" How well they succeeded is indicated by this brief account of meetings held throughout the county, with attendance ranging from 30 to nearly 100.

One of the most gratifying things about this series of meetings was the genuine interest shown by the speakers. They were glad to talk things over with young rural people and presented much stimulating material. They recognized the interest that these folks displayed in the topics and usually remained to talk with individuals during the balance of the evening.

This interest in citizenship and democracy

Clyde Marquis, recently returned from the International Institute of Agriculture in Rome, where he has been United States delegate for 6 years, tells extension workers that the important task before them now is to help Americans understand what democracy is. Clara Oberg is doing just this with young people in the suburbs of St. Paul and Minneapolis, many of them from the "tarpaper shack" communities that grow up in river bottoms and marginal land near big cities.

is not a new thing in Ramsey County. Training for citizenship and the development of boys and girls into fine men and women were the elements of 4-H work which first won the support of parents and teachers and the general public some 25 years ago. Back in 1928, Mrs. Victor Fitch, now leader of the Shikoma 4-H Club, produced an original play called *The Melting Pot* in which each club member represented a nationality group. Listing contributions of each nationality group, 4-H members stressed the fact that our country was built by these contributions. As the play progressed, each country's contribution was accepted by Uncle Sam; and, as a closing feature, all groups lined up with Uncle Sam, the Statue of Liberty, and the Spirit of Democracy, giving the Pledge of Allegiance and singing the Star Spangled Banner.

The 4-H interest in citizenship has grown from year to year. It offers boys and girls training in better methods of homemaking and farming, with the emphasis on those things which lead toward clean, wholesome lives. In Ramsey County, where more than 1,000 enroll in club work each year, project No. 1 is always to help boys and girls find their talents and to use these talents for themselves, their community, and their country. That is real democracy, achieved the 4-H way.



# Forum Discussion Crystallizes Problems

**HUGH A. FRANDSEN, County Agent, Brookings County, S. Dak.**

■ No problem pertaining to agriculture is too great or too small for the Brookings County Agricultural Forum. In addition to agricultural topics, the problems of labor, religion, economics, education, and other subjects that capture the interest of the forum members have appeared on the programs.

Although each meeting is closed with a summary of the discussion it is the purpose of the members not to come to any definite conclusion on any problem but to create a better feeling and understanding regarding the viewpoints of others.

The well-rounded extension program enjoyed by Brookings County farm people at the present time is due largely to the work of the agricultural forum. Through this organization the county livestock, crops, and forestry improvement associations were formed, and the subjects and opinions of the forum members, who represent nearly every township in the county, are always considered in preparing the program of work.

Crop-improvement work has expanded each year to such an extent that nearly every farmer in the county is reached through some phase of it. Demonstration plots, weed-control work, and the increasing of new varieties released from South Dakota State College station are activities of this organization. The Livestock Improvement Association has established the motto, "Better Sires for Brookings County" and holds a sire exchange day each year for the purpose of distributing better sires in the county and showing livestock men the importance of using good sires.

Through the Forestry Improvement Association several hundred dollars worth of trees have been purchased through different nurseries and the State department of agriculture. These trees have grown to beautify more than 200 farm homes and rural schools. Special prizes have been set up for rural schools showing the greatest improvement in school-ground beautification.

It is a policy of the forum members to invite business men to certain meetings each year. The topic chosen for such meetings is one of interest to both businessmen and farmers, and it is felt that through a discussion of this type a better understanding is achieved.

Perhaps one of the reasons for the continued interest and attendance at the meetings of the forum, which was organized April 1, 1937, through the efforts of G. A. McDonald, Brookings County extension agent at that time, and a discussion group specialist from the Department of Agriculture is due to the fact that each meeting starts promptly at 8 o'clock whether anyone is present or not, Chairman Swenning declares. The discussion is continued for 2 hours, closing at 10 o'clock sharp, followed by refreshments of coffee and cookies.

John Swenning, long-time resident and farmer of Brookings County, was elected chairman at the first meeting and has served in that capacity at each meeting since. Chairman Swenning takes great pride in the fact that he has missed only one forum meeting since its organization, and then it was because he was out of the county. The democratic policy of this organization is expressed by the fact that a temporary discussion leader is appointed for each meeting by Chairman Swenning. As the forum meets every other Thursday throughout the year each member has an opportunity to serve in that capacity. The organization has grown from the original 25 members who attended the first meeting to a group of more than 75 who attend various meetings throughout the year. The average attendance is 20.

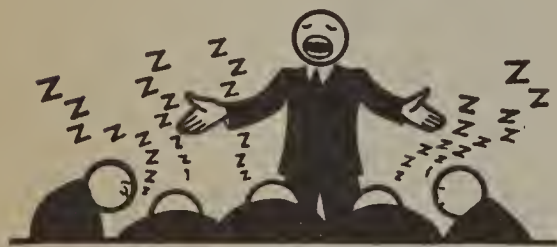
One of the highlights in the history of the forum organization was a broadcast over the NBC hook-up during the National Farm and Home Hour in June of 1938. The topic discussed at this broadcast was "What do rural communities need most?" Many comments from listeners throughout the Nation were received by various individuals taking part in the broadcast. In addition to this the forum broadcasts occasionally over KFDY, the South Dakota State college radio station.

Another highlight in the forum history was a visit from John G. Crawford of Sydney, Australia, who was touring the United States getting information on farm leasing and agricultural policies. Mr. Crawford made a special visit to Chairman John Swenning's farm and discussed democratic policies of the forum and the methods used in creating interest in the organization with the intention of taking this information back to Australia with him.

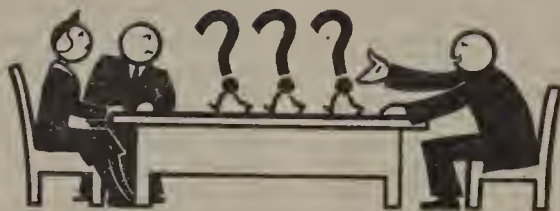
## Let's Talk It Over

THE FRANKFORT FORUM, of which the county agent had a definite part in establishing some 14 years ago, is still continuing its activities through the winter months. The attendance averages around 100 people a week. The purpose of the forum is to disseminate timely information that affects the people of Franklin County. A few of the "don'ts" that the forum has followed, which account for its successful operation, are as follows: Don't just present one side of a question. Don't attempt to have a long-time program worked out. Don't allow the forum to be a sectarian group. Don't enter into discussions of a controversial nature within the community. Don't suppress free thinking. Don't discourage free discussion, by sarcastic replies on the part of the leaders of the forum, and at all times respect the other man's viewpoint.

The forum meets 6 months during the year on every Wednesday night from 6 to 7:30. They have a 30-cent luncheon served. The average attendance at the forum in 1940 was from 75 to 100. When the forum first started, we used more of our local people in putting on the program, but since world-wide conditions have changed so rapidly within the past few months, we have been using more outside speakers in an attempt to bring before our forum, the many problems which our society is faced with.—*Robert M. Heath, county agricultural agent, Franklin County, Ky.*



If you are chairman, don't make speeches to your group. Stop anyone from monopolizing the time, even yourself.



If you are chairman, ask questions instead of making statements, and pay attention to the answers. Give people credit for wanting to answer questions adequately and sincerely.

POULTRY AND CITRUS PROBLEMS are discussed at regular farmers' meetings in Los Angeles County, Calif. To increase contacts with old-time, larger poultry operators who failed to attend general extension meetings in very large numbers, yet who needed information, poultry discussion groups in five poultry areas have been established. These groups of about 15 leading poultrymen in each area have served as a splendid means of disseminating information. With a total following of several thousand poultrymen in Los Angeles County, members of the discussion groups have been able to assist in spreading sound poultry practices to every section of the county.

These old-time poultrymen will attend discussion groups regularly. They seldom attend the usual extension meetings because, as they say, beginners ask so many trivial questions, thus wasting time. The "old-timers" may not have the information, but will ask no questions because it lowers their prestige. A

further waste of time results because the extension agent must explain subject matter in detail so that all present understand the problems.

On the other hand, the discussion group meetings the same group of more advanced poultrymen will attend regularly, so each month's discussion can be built upon last month's, rather than spending considerable time bringing each new person up to date. The size of the group permits each member to participate in the discussion and the interests of the group are more uniform. Furthermore, the extension agent does not tell them what to do but discusses various problems with them. The meetings are all dinner meetings. After eating together the group is very congenial, and the discussion around the dinner table promotes friendship. Those participating feel that the time spent has been very profitable.

During 1939 four farm bureau citrus discussion groups were organized by the farm bureau and Extension Service in Pomona, Covina, Whittier, and San Fernando. The purpose of these farm bureau discussion groups is to give to the leading growers in the county an opportunity to get together in small groups for the purpose of studying their problems. In some cases they have become action groups as well as study groups—*C. V. Castle, agricultural agent, Los Angeles County, Calif.*

If you are chairman, get people to introduce themselves and seat them where they can see each other. Whenever you can, sit on same level as the group.





### CREATING DESIRE

Interest is general but desire is specific. Desire comes only when the object or plan is considered favorably as it applies to the individual rather than in general. Desire may be aroused by the use of:

\*Participation in method demonstrations

\*Testimonials

Samples

Working models

Tours

Schools

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# Out of the Old House into the New Home

**T. M. CAMPBELL, Negro Field Agent, Tuskegee Institute, Alabama**

■ Bad housing in the rural South is still a limiting factor in the general welfare of its people. Although many studies have been made of housing conditions in the South, and remedies proposed, seldom have they provided for our vast rural population, the majority of whom have a very low annual net



The old house and the new home. The new house was built at a cost of \$690.50 as a demonstration in better housing. It was visited by the agents who attended summer school at Tuskegee Institute.



income per family. Preliminary studies that have grown out of our experience in the Extension Service reveal the significant fact that all the dismal housing conditions are not entirely due to economic causes, but many of them can be attributed to a lack of necessary information and of the knowledge of detailed plans to bring about improvement.

The case of Willis and Julia Thurman, Negro small landowners in Elmore County, Ala., is a typical example of possibilities in bringing about the desired changes in rural housing.

F. G. Manley, county agricultural agent, and I. V. Bledsoe, home demonstration agent, on the alert for prospective farmers who could and would carry out repeatable demonstrations for their own benefit and that of the surrounding communities, in 1933 invited the movable school to come into the community

and give a demonstration at the home of Willis Thurman. The program consisted of the renovation of this simple one-room house and a demonstration in cooking for the women; and terracing, seed selection, and the construction of a sanitary toilet with the men and boys. A nurse gave demonstrations in simple health practices as they relate to protection against contagious disease and the preparation of food for the sick. The holding of this school at the Thurman home brought in the neighbors, and the Thurmans had made extra effort to clean up for this occasion.

The school was held, demonstrations were given, and the movable school left; but one demonstration lasted. It was the erection of a sanitary toilet in a community where very

few of any type existed. This became an example for other farmers to copy; it also created a desire for other home improvements on the part of the Thurman family, a desire which they had never experienced before.

The county extension agents followed up this movable-school visit from time to time and urged other improvements as funds became available. In 1938 the demonstrator in rural housing visited the Thurman's farm to discuss remodeling the old house or building a new home.

## Plans Are Made

Mrs. Thurman said: "After the county agent brought the housing demonstrator out to see us, we asked him to give us a plan showing how a new house would look and an estimate of the cost of building a new one. When we found that it was much cheaper than we thought, I had a talk with my three brothers and my husband about putting up the home, as we all work together when any notes have to be signed. I told them that I just had to have a better home, because I didn't want to go to my grave before making improvement on the house my father gave me. I had \$100 cash, and we had to borrow about \$450 more, so we all went on the note and we got the money at 8 percent with 4 years to pay it back. I certainly felt proud when they commenced working on our new home. The children went out every day after school and did some work around the place.

The home was completed for \$690.50 and given a public opening attended by Dr. F. D. Patterson, president of Tuskegee Institute, and many other people, both white and Negro, who were interested in every feature of the planning and building of the five-room house and the cost of each operation. They also were interested in the account of the 23 similar projects we have under way.

I firmly believe that such a combination of intelligent planning, the use of native and local materials, and the farmers' own labor will make possible many more homes for small landowners and tenants in the rural South. This can be done within a very low price range if a way is found to provide simple builder's plans and obtain local builders.



# 4-H Introduces Profitable Sheep Raising

**H. J. AASE, County Club Agent, St. Louis County, Minnesota**

■ It took the 4-H Club members of St. Louis County, Minn., just 10 years to make sheep raising one of the major club projects for this cut-over area of the State.

When prices for wool were skyrocketing during the World War back in 1918, there was a boom on sheep raising that fell with a crash at the close of the war. Sheepmen sat back and said, "Never again," because they were the victims of high-priced sheep with no market for their wool.

## *Abundant Pastures Available*

The loss suffered by these adults left a bad taste in their mouths as far as sheep raising in the county was concerned. But here was a climate and situation suitable for producing wool and mutton as a permanent part of the farm business in northeastern Minnesota. Abundant pasture of nutritious legumes and upland grasses made it possible to carry lambs through the summer and to bring them through as top lambs for fall market with practically no extra grain feeding.

Demonstrations by the 4-H Club members began to attract the attention of both prospective producers and buyers, and one of the first to realize the possibilities of greater income of the excellent clover area through the raising of more sheep was the late H. R. Elliott, of Duluth.

So enthusiastic was this public-spirited man about what the 4-H Club members had demonstrated that he offered to help others to get into sheep raising as a club project. And the way he did it was to set aside \$400 in trust with the 4-H Club agent and a livestock committee from the Duluth Chamber of Commerce. With the setting up of this committee and the money in the bank ready to be used, the Duluth Chamber of Commerce and Elliott Sheep Revolving Fund commenced to function.

The first 4-H rally and sheep distribution day in Minnesota was exciting and eventful. It was a typical northern Minnesota midwinter day in February with the wind blowing, snow flying, and the thermometer reading down close to zero. Cars with their trailers attached stalled in the snow; radiators froze; and much shoveling and pushing were necessary to keep things going. But the spirit of the day was "hot with enthusiasm," and after a warm dinner given all new applicants at the county farm each of the 28 new sheep-club members went home inspired to put sheep-club work across in their respective communities.

This was the start of the Elliott Sheep Revolving Fund which quickly gained in

popularity. The fund was increased to \$1,000 the next year. More sheep were placed, and money started coming in from notes held by sheep club applicants. The money started to revolve. And, like the old popular tune in which the music went round and round, the money went round and round and the sheep kept coming out on new farms. After 10 years there are 240 sheep club members in the cut-over area of northeastern Minnesota.

One of the good features developed out of the sheep club work has been the continued interest of the businessmen of the city and towns of this area in sheep raising. The first outgrowth of the sheep project was the establishment of the annual 4-H sheep wool pool and luncheon.

This event brings together all the sheep club members to pool their wool cooperatively. With the wool-pool day set in June to give ample time to all sheep club members for shearing, the wool clips are all brought together at a vacant building near the business section of Duluth. Here expert wool graders demonstrate how to judge quality in wool clips. Other experts give instructions in sheep husbandry. After the wool is graded, it is sold cooperatively through the wool growers' association. Money from the sale of the wool is used by those who have notes on their sheep to pay off their indebtedness. The six best fleeces are taken by their proud owners to the noonday luncheon given in honor of the sheep club members by the businessmen of the town. The feature of the noonday program is the auctioning off of these prize wool clips to the businessmen who pay fancy prices per pound for the fleeces.

Another event to help in the development of the sheep project is the market show in the fall. This event, now the Northeastern Minnesota Junior Livestock Show, started in a very modest manner as a small county show at the county farm. It had a purpose, and in 3 years' time it had grown to a district-wide show which attracts exhibits by the best 4-H sheep club members from an area of 37,000 square miles in northeastern Minnesota, which receives aid from the State.

A 10-year record of the 4-H sheep revolving fund shows that the money has revolved several times and that more than 3,000 breeding ewes have found a place in the farm-management plans of some 240 farms of 4-H Club members in this cut-over area of Minnesota. The financing plan has worked successfully, and the fund of \$1,000 is still intact, less a few dollars from a few losses and operating expenses.

## Be a victory demonstrator

■ Soon after Pearl Harbor, Texas extension workers realized that they must streamline their work for wartime. Their aim was a single, unified program which would stimulate rural people toward maximum participation in war work. So, in February 1942, the staff outlined what became known as the Victory demonstration.

Every farmer and ranchman, woman, boy, and girl in the State was asked to be a demonstrator and sign this pledge:

### Victory Demonstrator's Pledge

As a Victory Demonstrator doing my best to help win the war, I will produce food, feed, and fiber to assure good health for myself, my family, and others.

I will take good care of everything I use—food, clothes, furnishings, equipment, machinery, buildings, livestock, and the soil, as well as scarce articles such as rubber and metals.

I will buy carefully anything I must have, and I will buy U. S. war stamps or bonds with all the money I can.

I will work hard with my family and neighbors and help people to be cheerful, to have courage, and to take part in all war activities.

The Victory demonstration has proved so popular that the Extension Service has found it necessary to reprint the pledge cards several times. At present, it is estimated that Texas has about 250,000 Victory demonstrators. Sign-up of the pledge card recently has

been speeded up by the printing of 200,000 copies of a leaflet entitled "Be a Victory Demonstrator . . . And Help Win the War." This leaflet elaborates on the pledge and recommends payment of taxes and debts and management of the farm and home so as to save human and natural resources. It also emphasizes the necessity of understanding the "why" and "how" of wartime changes, such as rationing and the building of family, community, and national life worth defending.

The Texas Extension Service had printed several leaflets relative to food production, buying of war bonds, and other phases of the war program; but some specialists, especially those of the home demonstration staff, felt the need of giving these thousands of Victory demonstrators additional help in "living by" their pledges.

Series of simple suggestions, which were called Keeping the Pledge letters, were begun in April. They were mimeographed and sent to county home demonstration agents with the suggestion that they adapt them to use locally.

For example, the first one prepared by the specialist in home improvement suggested "spring house cleaning" to salvage materials needed in the war effort, to reduce fire hazards, to eliminate hiding places of insects and rodents, to increase space needed for other uses, and to make the home and grounds more attractive. It ended with "Remember: A Victory demonstrator's home and farmstead should be as orderly as an Army camp and as clean as the deck of a battleship."



### Iowa Pushes Home Canning

Iowa's efficient organization of neighborhood leaders, a man and a woman for each school district, has begun the big push on home canning. The 14,000 volunteer home-maker leaders who are educational co-operators, are being trained in the skills of rural women's war work in canning and gardening.

Schools in canning and freezing foods were held for these neighborhood leaders by home demonstration agents in counties having agents and by extension home economics specialists in the other counties.

The schools offered practical experience in canning corn, which probably is harder to keep than any other food; spinach, typical of the greens that American diets lack; tomatoes, valuable source of vitamin C; and rhubarb, one of the garden's earliest canning candidates. String beans, peas, and rhubarb were prepared for freezing in communities where there are refrigerated locker plants. Special attention was given to the four types of spoilage—fermentation, flat sour, botulism and putrefaction—and their causes.

Each of the 14,000 women leaders will pass on the information to the women of her 4-square-mile neighborhood as it is needed.

# Illinois Farmers Like Farm-Plan Schools

■ "Plan your work and work your plan" may sound like just another platitude to the average farmer, but to more than 1,000 Illinois farmers the expression has been put into active practice as a step toward more efficient farming and better farm living.

It all came about as a result of a series of farm-planning schools held throughout Illinois recently under the direction of J. B. Cunningham, assistant professor of farm management extension, and H. C. M. Case, head of the department of agricultural economics, College of Agriculture, University of Illinois.

"A farm plan is to the farmer what the architect's specifications are to the building contractor," Professor Cunningham maintains. "It gives direction to the work that is to be done, contributes greatly to the convenience of the operator, and, when intelligently used, results in larger and more stable farm earnings, greater conservation of land and other resources, a better living for the farm family, a better heritage for future generations, and a production of farm products more closely adjusted to domestic and foreign demand."

## *Developing a Long-time Plan*

The purpose of the schools is to assist farmers in working out a long-time plan providing for six essential points. These points are: A cropping system which will give the maximum income and yet allow for fertility maintenance and the control of erosion; a livestock system adapted to the amounts and kinds of feeds produced and to the markets available; efficient use of available labor; power and machinery which will do the work with the least possible cost; an adequate volume of business; and a choice of enterprises which will fit together well to give a proper balance to the business as a whole.

In launching the farm-planning project, the Extension Service of the College of Agriculture, University of Illinois, held 68 all-day schools. One of these was with members of the State agricultural conservation committee and district AAA representatives; 3 were with head farmers of State institution farms, and the remaining 64 were county schools.

The meeting in De Kalb County, judged on the basis of completed plans, was one of the most successful of the series. Twenty-two young men all under 35 years of age were present. Some of the young men were just starting to farm for themselves.

More than 800 complete farm plans are known to have been worked out as a result of the 64 county meetings. Although some of these plans are not so complete as plans made by trained technicians, they are based on the farmer's own knowledge of practices and principles of good farm management and are, therefore, easy for him to follow.

Making out farm plans in many cases created demands for additional subject-matter information. For example, Irvin Shaw, Knox County, after attending a planning school, made a special trip to the College of Agriculture to talk with staff members about practices he would need to follow to make his plan most effective. Farm advisers have already scheduled 40 farm-planning schools for next year.

Each farmer or farm manager attending the 68 schools was provided with a copy of *Planning the Farm Business*, a mimeographed booklet published during the year by the department of agricultural economics. Containing suggestions and forms, the booklet was used to record the individual farm plans, thus making the task of planning much easier and more effective.

When asked just what procedure he followed at the schools, Cunningham replied that he did not have to do much talking except to answer questions. The farmers themselves were so interested in the idea that his greatest contribution was in answering questions as they arose throughout the period while the farmers were considering plans adapted to their own farms.



# Results of Forage-Livestock Schools Run Into Big Figures

■ Improvement of grazing and forage conditions in Mississippi over a period of years has been like the weather, "much discussed but little done about it." Recommendations as to needs too frequently were nullified by stories of "year-round pastures" and low wintering costs.

Forage and livestock schools were discussed in a group meeting of extension men in connection with a 1938 spring field workers' council. This discussion resulted in a request for a joint conference of resident teaching, experiment station, and extension workers in agronomy, agricultural engineering, animal husbandry, and dairying. It was decided to hold four 2-day schools on branch experiment stations.

These schools were held in August with all divisions and departments of Mississippi State College directly concerned participating. The experience gained indicated that the schools should be repeated in 1939, but should be for 1 day only. It was decided that in as far as possible, demonstrations should be substituted for lectures and that all agricultural action agencies should be invited to participate.

The forage-livestock schools of 1939, held at the branch experiment stations, aroused great interest, especially among county agents and the personnel of various cooperating action agencies, but so few farmers attended that it seemed to the participants that some fundamental changes should be made to justify the continuation of the program.

In the light of the recommended changes, the revised plans for 1940 included holding the schools on privately owned farms rather than at the experiment station.

By December 1, eight farms had been chosen, which were easily accessible and well distributed throughout the State. State committees were appointed in the fall of 1939 to work through the local county agents. Members of the experiment stations or State extension force went with the local county agent to visit these farms. The agent assumed responsibility for local preparations. A second visit was made at the farm 10 to 14 days before the date set for the school by a member of the State organization. Inexpensive home-built equipment not on the grounds was brought to the farm and the complete demonstration was given in as far as possible to prevent possible misconceptions. The demonstration idea was further developed at this year's schools, though plenty of time was allowed for free discussion.

The 1940 forage and livestock schools were held during the first part of August and were more satisfactory than those of previous years from the standpoint of number and character



Demonstrations were the order of the day. (Above) Ensiling soybeans in a temporary silo which can be quickly and cheaply set up. (Below) Cutting corn with a V-shape silage crop harvester made at home at a cost of \$5 for material.

of attendance and farmer comment. Attendance at the five schools averaged 300.

Instruction in the 1940 forage-livestock schools was under three major heads of pasture, silage, and hay; and committees had been assigned to prepare demonstrations in each. The pasture committee had built a 10-foot, home-made, lime, phosphate, or basic slag distributor, use of which was demonstrated at each school. The use of an end-gate distributor and of a grain drill with fertilizer attachment for applying phosphate to pasture sod was demonstrated. The silage committee had made a practical, low-cost, V-shaped silage crop harvester, demonstrating this at each school together with the setting up of a practical 18-ton, welded-wire, paper-lined silo which was filled in conjunction with the silage demonstration. The hay committee had arranged demonstrations in handling of hay from mowing to baling or putting in the mow. An exhibit of U. S. hay samples was displayed and discussed.

### INSURING ACTION

Action is made easy if:

Services and materials are available

Unessential steps are eliminated

Clear-cut, definite steps are indicated

To get action, Extension workers use:

Service and supply

\*Pools

Committees to take orders

Enrollment cards

Reminders

Honor rolls

Quotas and goals

\*Cooperatives

\*Clinics

- - - -



## Texas Fruit Growers Work Fast

■ Texas fruit growers saved their largest peach crop in 30 years this past summer by doing their part in a peach consumption and utilization program.

When producers, Extension Horticulturist J. F. Rosborough, and other extension agents anticipated that the Texas peach crop would be a million bushels above average, they started a campaign to market the peaches within their own State. In less than a week the program was under way.

The purpose of the peach drive was two-fold—to aid Texas orchard owners to dispose of their heavy peach crop and to help consumers get the full benefits from this valuable food crop, which is in line with the food-for-defense program and the national defense conservation and nutrition program which urges adequate food supplies.

Gov. W. Lee O'Daniel issued a proclamation that the period July 24 to 30 be designated as Peach Week No. 1 and the period of August 7 to 14 be designated as Peach Week No. 2 in his State. He called upon all newspapers, merchants, chambers of commerce, civic clubs, and all citizens to stimulate the use of fresh peaches, and to can, preserve, dry, quick freeze, pickle, and otherwise conserve peaches.

Among those who cooperated in the program were State and Federal agencies;

women's clubs; parent-teacher associations and other educational groups; cafes and hotels; drug stores; ice-cream manufacturers; clubs including the Lions, Rotary, and Kiwanis; chambers of commerce; and grocers.

Through the efforts of county and home demonstration agents and Farm Security supervisors, peaches were purchased in heavy-producing counties and transported to non-producing counties such as those located in the Gulf coastal region. The handling of funds was not done through the county and home demonstration agents but through the land use planning committees.

A good many trucks that had expected to get cheap peaches to distribute to markets outside the State were forced to go away without being loaded, as most of the peaches were taken care of within the State.

Although no detailed survey has been made that would serve as a definite means of determining the extent of accomplishment, when growers' groups have been asked the question, To what extent did the peach consumption and utilization program serve to increase the demand for peaches? they have replied that they believed that they would have lost a third of their crop had it not been for this program.

Since the wind-up of the peach-shipping season, the growers of the Weatherford area have organized a peach-marketing association which will have some grading equipment with which to handle their fruit next year.

## School lunches prepared with a hoe

■ Nearly every family in Chase County, Kans., has a "school-lunch" corner in its spring garden this year. Here are planted rows of carrots, beans, peas, tomatoes—every vegetable needed to make up 9 months of balanced school-lunch menus, reports Juanita Riley, home demonstration agent. She started the ball rolling almost 2 years ago when she suggested to the county nutrition committee the establishment of a county school garden and preservation center. The idea found a warm reception and began to grow to its ambitious slogan, "Every family produce and conserve food for the school lunch."

There is nothing haphazard about the amount or the kind of vegetables being grown in each garden this summer. From a sheet giving the estimated amount of food needed for each child for 9 months, which was distributed by the county nutrition committee to a representative of each school, the amount of food needed for the 1943-44 school lunches of each district was computed. From this list of the total amounts of each vegetable needed by a school, each family indicated on a sign-up sheet the amounts they could raise in their home garden. Some are making their entire contribution in potatoes; others, by raising peas or beans; others, tomatoes, and so on. Dried corn and sauerkraut are included on the list of vegetables to be grown and preserved.

This exemplary home food supply program did not just happen. It grew according to a plan—a plan conceived in the minds of a few people when they observed that only one town in the county was reaping the benefit of a WPA school-lunch garden project and that two towns, only 1 mile apart, were the source of nearly all the WPA labor of the county.

In January 1942, a county garden-committee was set up with the chairman of the board of county commissioners, William Deltrich, as chairman, and Hilda Bennett, a former school-lunch food-preservation supervisor, as his assistant. John Whetstone, district WPA supervisor of the existing school-lunch garden, explained the proposed county-wide school-lunch garden plan to representatives of Chase County schools. Twenty of the forty-three school districts in the county responded enthusiastically. Ida Vinson, county superintendent of schools, has been an ardent promoter of the school-lunch program and is a member of the county nutrition steering committee.

Thus assured of support and cooperation, the county commissioners accepted the sponsorship of the garden, and furnished ground, seed, plants, and equipment. P. W. Ljungdahl, county agricultural agent, selected and

purchased the recommended varieties of seeds and plants. The WPA furnished 4 to 6 men for the garden work and 8 women for the food-preservation center, which was set up in an old armory building on the local fairgrounds. Earl Harlan supervised the garden, from which 550 bushels of potatoes and root vegetables were stored; and 7,519 quarts of food were canned under the supervision of Mrs. Bennett and Margaret Crumbaker, area WPA supervisor. The county commissioners furnished a truck for transportation of the vegetables to the work center.

Not one school stopped serving hot lunches when WPA support was withdrawn in February. The program had proved itself so successful in providing school lunches for more than 60 percent of Chase County's 1,112 grade- and high-school children this year that the nutrition committee and the county commissioners began at once to convert the centralized county garden and preservation center to a systematic network of portions of all the family gardens in the county. What is more, they "raised their sights and aimed at" 100-percent participation for 1943 and 1944.

Their first step was to distribute the food-estimate charts by which each school could

compute its total food needs for next year and the check lists on which each family was to indicate the quantity of vegetables they would pledge themselves to raise. Sheets of recommended varieties of vegetables, control of vegetable diseases, and seed-potato treatment were also given each school. Several schools have included the school lunch in their financial budgets. Nearly every school has its own local supervisor, and most of the town schools have one or more committees in charge. Planned sharing of pressure cookers is being emphasized, and the home demonstration agent plans to demonstrate storage of vegetables and the use of the pressure cooker. She will also test all pressure-cooker gages. A final check-up of the food pledge of each family is being planned for the "last day of school" dinner.

"There have been a lot of problems in connection with the program, but with the parents back of the program the school lunches have gone on," Miss Riley reports. "The plan has certainly opened up new avenues for contact with timely information. Of 253 women who attended food-preservation and storage demonstrations this year, one-half were not farm bureau members. Many people have made their way to the agent's office or telephoned for the first time."



## Planning for rural fire protection

FRED V. EVERT, County Agent, Burnett County, Wis.

■ The rural area around Grantsburg, Wis., is protected from fire by an unusual and efficient method. The principles of democratic cooperation, as they have been applied in setting up the Grantsburg Rural Fire Protection Association, make an interesting story.

Two years ago the village was protected by one fire truck and a volunteer fire department, but the farms for several miles around had no protection. When a rural fire occurred and the village fire truck responded, the village was left entirely without fire-fighting equipment while the truck traveled in the country to give help. The companies which insured property in Grantsburg did not like to have the village left without fire protection. Then, too, the village fire fighters received no pay for their trips into the country. Something had to be done. Some new plan for rural fire fighting was necessary. The village officials appreciated the good will of the people in the surrounding farm community and wanted to continue to be of service in putting out rural fires, but they were faced with higher insurance rates in the village if they continued to send their equipment into the country.

At the annual firemen's banquet on January 3, 1940, the subject of rural fire fighting was thoroughly discussed and a proposition developed which has proved its soundness in the past 2 years. It was proposed that the Grantsburg Fire Department buy a new fire truck and other equipment for a total cost of about \$2,500. The new equipment was to be purchased for rural use only, and its cost was to be prorated among the nearby townships

of Anderson, West Marshland, Wood River, Trade Lake, Daniels, and Grantsburg. The population of each township was determined, and the \$2,500 was divided among the 6 townships according to the population. Each of these townships was invited to appropriate its share and to join the Rural Fire Protection Association. The money was appropriated at the township meetings and the truck was bought. Each township was organized as part of the Grantsburg Fire Department with a captain and about 20 volunteer fire fighters who are associate members of the Grantsburg Fire Department and are covered by insurance in case of accident.

Now when a fire occurs in one of these townships, a call is sent to the Grantsburg Fire Department; and the rural fire truck and about six volunteer fire fighters from the village are sent out. In the meantime, the telephone operator rings a general call in the neighborhood of the fire; and the volunteer firemen who live nearby load milk cans filled with water into their cars and rush to the fire.

There has been no expense to the townships or the village for rural fire protection since the purchase of the original equipment. The cost of repairs and a small fee of about \$1 per man for fire duty is paid out of a fund built up by money paid by the insurance companies for fire protection. The Trade Lake Mutual Fire Insurance Co. pays the association \$10 per call and \$15 per fire put out for their policyholders. The other insurance companies are glad to pay similar amounts for services to their policy holders.

# Radio service extension program

F. P. TAYLOR, County Agent, Jefferson County, Ohio

■ Long before the Japs caused the transportation crisis, we were making extensive use of radio in reaching farmers not only in Jefferson County but in a much larger area. Although farmers are not able to attend extension meetings they are receiving their information over the radio. The Jefferson County Extension Service was active in helping to set up the Tri-State Farm and Home Hour program which has been heard regularly over Radio Station WWVA in Wheeling for the past 7 years. WWVA has been a 5,000-watt station but is now or will soon have power increased to 50,000 watts.

The quarterly program is worked out in a meeting of participants 1 month prior to the beginning of the quarter. The program is set in a mythical "Cross road store" with the various persons dropping into the store to chat with the storekeeper concerning rural affairs in the Tri-State area. In one broadcast in which Ohio Extension Bulletin No. 76, control of Garden Insects and Diseases, was rather consistently plugged, a total of more than 260 mail requests for the bulletin were received from points as far west as Coshocton, Ohio, as far north as Erie, Pa., as far east as Altoona, Pa., and as far south as the northern edge of Virginia.

The occasional participation in the Saturday noon farm programs of KDKA, a 50,000-watt station in Pittsburgh, Pa., has been in the nature of an interview with the farm director of KDKA on some subject of timely interest to rural folks in the entire coverage area of KDKA. The participation in the early morning farm hour broadcasts from 6 to 7 o'clock from the same station has consisted of transcriptions made by the agent with the farm director while in Pittsburgh for the Saturday noon broadcast.

Some time after Radio Station WSTV was established in Steubenville as a 250-watt station, an invitation was given for the Jefferson County Extension office to reach more intimately the farmers in Jefferson County. At the present time, the Extension Service has four regular broadcasts each week over WSTV. On Monday, Wednesday, and Friday mornings from 7 to 7:15 o'clock, I broadcast a "Friendly farm chat," attempting to weave in as many local names as possible and to use material

from Extension Services of both Ohio and West Virginia. These chats are largely ad lib from notes rather than from prepared script. This program is advertised in various ways, especially by a stamp on many letters going out to folks in the county.

In addition to the "Friendly farm chat" broadcast, a regular Extension Service broadcast is given over WSTV at 9:45 to 10:00 a. m. each Tuesday. Under the present arrangement, the home demonstration agent takes three of these broadcasts each month. The county agent takes the first and fifth Tuesdays (if there is a fifth Tuesday in the month). In addition to the regular farm chats and the Extension Service broadcast, special broadcasts in person and by transcriptions such as 4-H Mobilization Week and the report of county 4-H delegates to the Ohio 4-H Club Congress are put on occasionally in the evening over WSTV.

Time arrangements are being made with the program director for neighborhood or home recreation broadcasts. At first, this broadcast of a half hour duration will be put on once a month, probably on Saturday evening. A group of eight rural people of various ages will be assembled in the studio and, under the directions of the agent, which will be put on the air, will play various table games, mental games, group games, and musical games (square dances) suitable for small family or neighborhood groups. Publicity to be given preceding the broadcasts will urge folks in Jefferson County to have groups of at least eight people meet in homes where a radio is available and play the games as directed over the air. At the close of the broadcast, the groups will be urged to play again for an hour or so the games that have been introduced on the broadcast. It is hoped that this new recreation broadcast will help Jefferson County folk to enjoy themselves in their own home neighborhoods, making of them better home folks, better neighbors, and better citizens.

I am firmly convinced that the time I spend preparing for and putting on radio broadcasts is much more productive of results than several times the same amount of time spent in conducting agricultural extension work by other means.



# Arizona homemakers learn to make home repairs

JEAN M. STEWART, State Home Demonstration Agent, Arizona

■ Arizona farm women are rapidly learning to be "handy men" in the care and repair of household articles. They are doing their part on the home front.

Homemakers under the leadership of county home demonstration agents in Cochise, Graham, Pima, Yavapai, Navajo, and Apache Counties received instruction given by Donald L. Hitch, assistant specialist in soils and irrigation. Owing to the need of materials for the war effort, and the demand for men in the defense industries, these women realize that it is necessary for them to conserve the fewer supplies of household tools and utensils. To do this effectively, they are eager to understand the proper methods of repair.

Rural women are bringing to these demonstrations electric grills and irons that fail to heat, pots and pans full of holes, knives and scissors that are dulled from use and

age, and electric-light cords that have "gone up in smoke." Mr. Hitch has shown them how to sharpen a knife or scissors properly, how to repair an extension cord, how to solder holes that are in pails and washtubs, how to saw a board, and how to drive nails without hitting the thumb. Incidentally his explanation of the gage term "four- or eight-penny" nails was apparently needed, as one woman had recently asked a hardware store clerk for a pound of "8-cent nails."

The care of tools is being emphasized. Tool houses are being repaired so that tools may be stored in a dry place.

It all adds up to victory! Farm women when not up to their necks in gardening, canning, meal planning, home nursing, and first aid, are branching out into duties heretofore largely left to the men. Dwindling manpower on farms makes it necessary for women to take care of the household appliances.

Rural women of the Binghampton Homemakers' Club learn how to sharpen knives and scissors.



# County Works on Health "H"

F. J. REED, County Agent, Preston County, W. Va.

■ We have had 4-H Club work in Preston County since the beginning of the quarter century of extension work, and during all this time we have realized that one of these H's stood for health, yet the health program itself was not started until 1934. In 1934 and 1935, club members were urged to have a physical examination or to be scored on the West Virginia 4-H health examination card by a private physician. Only 9 percent of the members did this in 1934 and 12 percent in 1935.

In 1936 we conceived the idea that the county health unit might cooperate in giving these examinations, so a conference between the county extension workers and the county health unit resulted in a good working arrangement. The physician directing the county health unit and his staff of nurses agreed to give all 4-H Club members free physical examinations following the items on the West Virginia health examination card. This cooperation with the health unit of the county has been complete and has resulted in a 90 percent participation of club members in the health program instead of the 10 percent previous to this. It may be that Preston County has a particularly cooperative health unit but doubtless such arrangements could be worked in other counties that have public health work.

The organization of the health program since 1936 has been greatly simplified as well as expanded. The doctor and nurses, accompanied by the home demonstration agent and county agent, visit the various clubs of the county. Teachers and club leaders cooperate by allowing us time to examine the children.

We call the month of March our "Health Month" and most of this work is done during March, so that we have a simplified, concentrated, organized beginning for the health program. The 1940 examinations are completed, and of the 412 members enrolled, 389 were examined, showing again that around 90 percent seems to be the maximum that we can get examined. This has held fairly true over the last 5-year period. It is seldom that a child refuses to be examined or that his parents refuse to have him examined, so that the only ones we missed were the ones who were absent from school on the day of the examination.

A typical 4-H Club health program adopted by one of our county 4-H clubs provides that every member shall receive the free physical and health examinations, record the defects, and put his card where it will be easily found and hard to lose. A club defect chart and graph shall be prepared upon which shall be a spread of each member's defects and a

progressive graph showing improvements and corrections made by the members. The high peak shall be knocked off this graph by a statistical recording of corrections with the health committee bringing pressure upon every member to make what corrections are within his resources, such as demonstrations in good grooming, care of skin, hair, nails, and improvement of general appearance; instruction in good personal hygiene, encouraging visits to the family physician, dentist, or oculist; emphasis on good posture; demonstrations in wearing proper footwear and exercises in foot corrections; requiring immunization against typhoid and smallpox; stressing the best things to eat and scoring diets on the food selection score card; in all, working toward the end of having every member practice good health habits.

We have a three-way record of each child's examination. The health department keeps a file of the members examined; we keep one in the county extension office; and each member is given a copy of the card for his own use. Any statistics emanating from the 4-H health program come from the study and analysis of the cards in our office.

A brief random sampling of the cards will demonstrate our health program in terms of corrections and improvements. For this purpose I shall analyze 132 members and divide the data into two sections, corrections and improvements. It must be borne in mind that I am dealing with 1940 figures as checked against the findings of 1939, which means that these children were examined in 1939 and reexamined in 1940.

We find that in the item of general appearance there were 17 who actually corrected defects and 9 who made improvements; 29 corrected posture and 28 improved their posture; 7 corrected nutritional habits while 6 made improvements; 21 made definite corrections in vision, 7 showed improvement; 18 made definite corrections in throat conditions, mostly removal of tonsils, while 14 showed improvement; 44 made dental corrections and 14 had partial correction or general improvement in teeth conditions; 19 had removed evidence of goiter and 5 made definite improvement toward eliminating goiter; 4 had made improvement in functional heart disturbances while 2 had apparently normalized; 12 club members made corrections in feet and 17 showed the effects of work on them; 6 were immunized against typhoid and smallpox during 1939 (92 percent of the 4-H Club members examined had all their immunizations); and finally, 27 of the 132 members showed definite corrections in their health habits.



## Income tax schools gave timely service

■ Missouri's farm income tax schools, held jointly by the Agricultural Extension Service and the Internal Revenue Service last year, contributed much to the solution of a difficult wartime problem. Extension specialists, county agents, and Internal Revenue Service deputies, in 615 meetings, trained 24,251 farmers and leaders, who in turn assisted fully half the farmers of the State in filling out their tax returns.

Robert E. Hannegan, Internal Revenue collector of the eastern district of Missouri last year, said that the schools of instruction not only gave assistance in filing returns but also rendered more fundamental service in teaching farmers how to keep records. As a result, farmers are now supporting income-tax returns with authentic evidence to a greater degree than ever before, thereby reducing the unit cost of filing and auditing farm returns and collecting the taxes.

"I can envisage continued progress by these methods," he said, "and I believe that the heavy burden of assisting farmers in preparing income tax returns will become a relatively light task when farmers generally learn to keep records and assume their own responsibility for the returns."

Missouri's success in the income tax schools is but another proof of the effectiveness of the neighborhood-leader system. Schools of instruction in wartime projects generally are attended by representatives of more than half of the 9,000 to 11,000 recognized neighborhoods of the State.

The increased number of persons who were required to file returns and the local-leader system naturally fitted into the picture for the income tax schools. Arrangements were made with the Internal Revenue Service for advance notice of definite schedules around which county agents could arrange schools for their leaders. The county agents then publicized the dates and visits of deputies in their counties and reported good attendance of the responsible leaders.

As another assistance to the Internal Revenue Service and to Missouri farmers, the Extension Service issued a farm record book prepared especially for use by farmers in assembling material for filing an income tax return. Through keeping such a record, specific information on income, purchases, expenses, investments, depreciation, and deductions was available for reference purposes when the time came to complete the income tax return.

The farm record book provides on left-hand pages a reproduction of the Internal Revenue Service income tax return forms, section by section. On the opposite pages of each section a corresponding form for the individual farmer's record is provided, which is used to supply the required totals for the income tax section. The record book was prepared for the specific purpose of simplifying the preparation of an income tax return on a "cash receipts and disbursement" basis, and its usefulness is largely limited to that objective.

Whereas the interest of the Internal Revenue Service was in collection and enforcement, the Extension Service's interest in the tax meetings was in helping the farmer to get a better understanding of business activities involved in his operations. From an educational standpoint the Extension Service would have been interested in a farmer judging his own operations through the keeping of records, even if no tax had been involved. So the tax schools served the purposes of aiding the Internal Revenue Service, the Extension Service, and the farmer; and thus helped to bring a closer understanding and better cooperation among all three.

Also, by means of the tax schools and leadership system, the Extension Service protected county agents from being "buried alive," figuratively, with the chore of assisting individual farmers in compiling their tax returns.

## Negro Cooperative Sawmill Makes Building Possible

**E. A. RANDOLPH, Negro County Agent, Fayette County, Tex.**

■ Looking at the sawmill demonstration conducted by C. W. Simmons, extension farm forester, held at the Prairie View farmers' short course in 1937, I saw a great opportunity for a large number of Negro farmers to get much-needed lumber at a very small cost. About 80 percent of our farmers need lumber very badly for repairs on farm buildings and homes, and many need new structures of various kinds; in fact, nearly every farm needs some kind of repairs or remodeling.

I discussed the idea with most of the leading Negro farmers throughout the county; and, after a few meetings with the farmers' council, a decision was made to form a cooperative and purchase a portable sawmill similar to the one used by Mr. Simmons in his demonstrations. This cooperative group signed a note at a local bank, borrowing \$265 to order the necessary parts from the factory. It was decided that the small profits made in sawing for nonmembers would be used to help pay the notes; and if these were insufficient, the members would make up the difference. Membership fees were used to complete the construction of the mill, which cost \$355, including an inserted tooth lumber saw, a shingle saw, an old automobile motor, chassis, and tires, a two-wheel trailer, and all labor and materials required in construction.

Each member may saw for himself any quantity of lumber or shingles at only the cost of operation of the sawmill, which will range from about \$4 to \$7 per thousand board feet. It may be as low as \$2 per thousand when a member learns to operate the mill with his own labor. Nonmembers pay the mill \$12 per thousand, and the mill is set up in the woods where the logs are cut down.

To date this little sawmill has cut 132,000 board feet of lumber, all of which was used on the farms for various purposes; and it is evident that only about 5 percent of this lumber would have been bought at retail for the new poultry houses, barns, stock shelters, wagon and implement tongues, double-trees, and home repairs.

Most of the Negro farmers own their own farms and have fairly good saw timber of such woods as red elm, pin oak, white oak, post oak, ash, cottonwood, and hackberry. A few farmers in the northern section of the county have pine. The mechanical features of the portable sawmill are very simple. The motor from an old 1925 model automobile has been left on its original chassis. The mill is transported with one end on the motor chassis and the other end on a two-wheeled trailer. A variable friction power feed was constructed from old automobile parts for \$22.

This cooperative sawmill is making possible the construction of a Negro extension service building in La Grange. This building is 30 by 64 feet and has two office rooms and 1,110 square feet of floor space for farmers' shop work and 450 square feet of floor for a women's department of extension work. All lumber and shingles are being cut by the farmers' cooperative sawmill. The lumber is mostly pine found here in the county and some cottonwood, post oak, pin oak, red elm, and cedar. Shingles are being made from cottonwood, pine, pin oak, and red elm. These sawmill members are donating the use of their mill to cut all lumber and shingles needed for this building. The County Commissioners' Court voluntarily cooperated in buying a lot and all necessary materials other than lumber to construct the building. Through the splendid cooperation of J. C. Yeary, county agricultural agent, and the NYA officials, this building was allotted \$900 for 30 NYA boys' labor in constructing the building. Thus, the building is at present about half completed. This building is valued at \$3,050. The NYA officials are now anxious to draw up another project for us in constructing a large extension exhibit hall and auditorium which may follow our present building.

The 10 members of this cooperative are all very proud of their investment which has returned several times the amount in lumber.



## MANY METHODS GET RESULTS

Satisfaction depends upon the development of confidence and pride in accomplishment. Old habits will have to be dropped and new ones formed. Annoyances should be discovered and the removal made easy. If favorable action is to continue, satisfactions must come easily.

A combination of teaching methods will insure greater probability that learning is achieved.

The PERSONAL CONTACT method is best to arrange for the proper use of other teaching methods and to establish contacts with people and conditions.

DEMONSTRATIONS teach with the eye (seeing) and with experience (doing).

NEWS ARTICLES and CIRCULAR LETTERS based on local facts, situations, and events get people acquainted with the better practice and so enable them to read about the practice.

Hold MEETINGS with the meeting program based on local facts and situations to expand our personal contacts and to again enable people to hear about the practice.

Use BULLETINS to keep yourself and your leaders in touch with up-to-date subject matter.

Use RADIO, EXHIBITS, and POSTERS as the opportunity affords, to get more people in touch with the practice or with the event when the practice can be seen or talked about.

Use ALL THESE METHODS dovetailed together and in sufficient quantity to cover the area. The result - more and more people will believe in and use your recommendation.

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